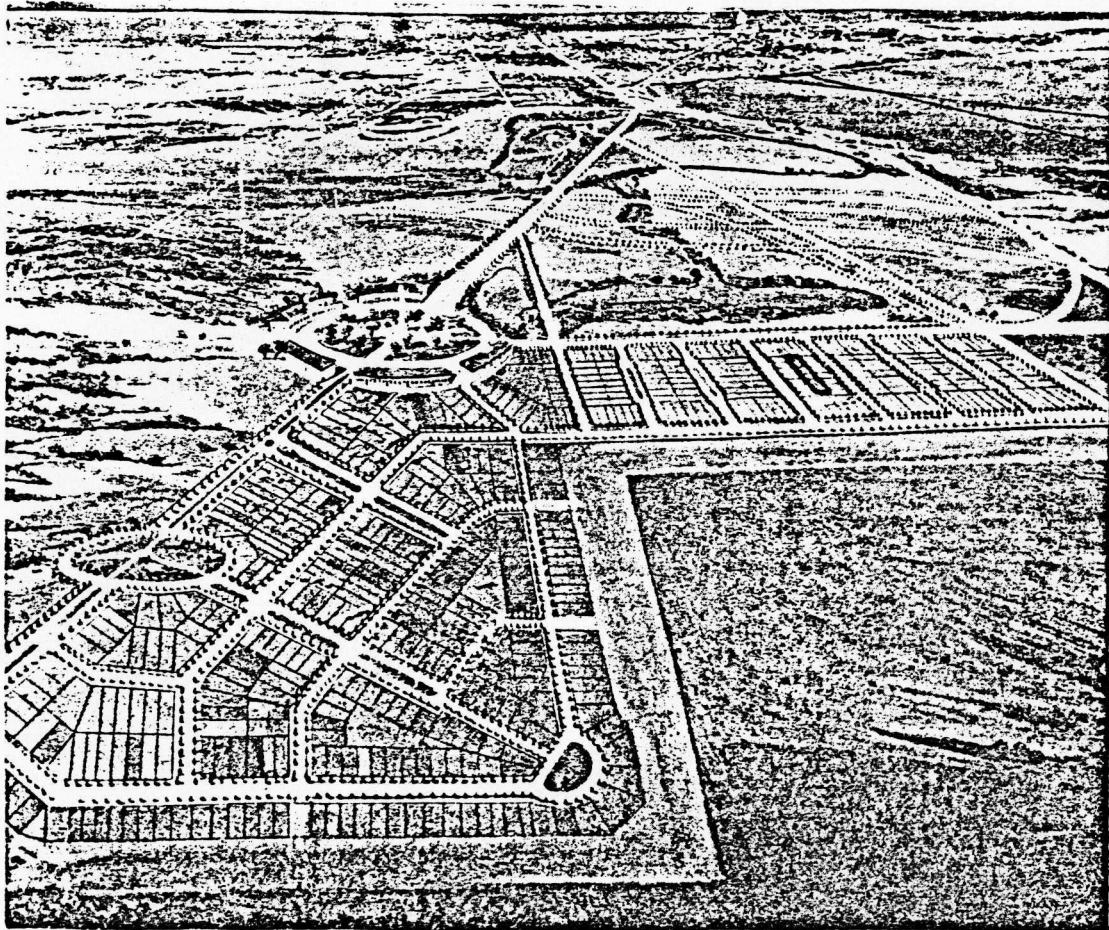


LAKE FOREST, THE LOST CITY

(MADISON, WISCONSIN):

ONE OF WISCONSIN'S FIRST TOTALLY PLANNED COMMUNITIES.



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BY

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A thesis submitted in partial fulfillment of the  
requirements for the degree of

BACHELOR OF SCIENCE  
(Department of Landscape Architecture)  
at the  
UNIVERSITY OF WISCONSIN-MADISON  
1981

## ACKNOWLEDGEMENTS

I would like to thank the following people, for without their aid and encouragement, this thesis would have never materialized. Heading this list is my academic advisor, Professor Arnold Alanen, whose patience and guidance were instrumental in producing this paper. I appreciate all of his efforts made on my behalf, in this research project and as my advisor for the past four years. Also, I wish to thank Professor Steve McNiell for his cooperation as the second member of the faculty committee.

Outside of the academic structure, there are several others whose help I wish to acknowledge: Bill Jordan for his initial interest in Lake Forest and his helpful suggestions; and James McDonald for his insight and personal feelings as a result of actually being a part of the Lake Forest experience.

Thank you to all of you.

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## I. INTRODUCTION

Madison residents who enjoy the solitude of a walk, run or picnic in the University of Wisconsin Arboretum can utilize a 1,200 acre "wilderness" just minutes from their door steps. But, those who leave the main drive to explore this area might be fortunate enough to discover abandoned streets and overgrown ruins, a large fountain, weed-infested concrete avenues, basements filled with trees and shrubs and stairways that go nowhere.

They have stumbled across what old Madisonians call "The Lost City" or "The Sunken City"--an early twentieth century suburban development that is now overwhelmed by the forces of nature. Lake Forest, the official title, was one of Wisconsin's first totally planned communities. The designers of this community envisioned a central mall and civic center with roads radiating outward from this hub. A community park with a beach was planned along Lake Wingra and a nine-hole golf course was actually developed. For the houses out of sight of Lake Wingra, lagoons were dug.

What happened to this elaborate design? Who conceived this idea and why? And especially, why doesn't Lake Forest "live" today? These are just a few of the questions to be answered in the forthcoming pages. Specifically, this paper seeks to assess Lake Forest from a planning standpoint by investigating three major issues:

1. To undertake an examination of the early 1900's within a larger national planning context to determine the existing planning principles that influenced the development of Lake Forest.
2. To analyze the Lake Forest plan, its inspirational influences, its design elements and the physical conditions of the site.
3. To determine what factors inhibited the development and success of Lake Forest, including a short description of the outcome.

## II. A HISTORICAL PLANNING PERSPECTIVE ON THE PERIOD

The air of the first quarter of this century was charged with a certain optimism. Urban population was growing, swelled by foreign immigration and a population surplus from America's farms. American industrial growth needed growing cities, and growing cities needed growing population--which all added up to a need for designing cities.<sup>1</sup>

This opportunity attracted great minds, including many from abroad. America in the early 1900's was one of the most hopeful places for urban planning. This was an era of great civic pride and achievement; of monumental buildings, magnificent parks and boulevards; and of streets radiating from a central focal point, with grand civic centers and majestic malls. "The 'City Beautiful,' as the era was called, resulted more or less directly from the Columbian Exposition of 1893, and from associations formed during its design and execution."<sup>2</sup>

The Exposition, "a culmination of forty-five years of a comprehensive movement,"<sup>3</sup> can be viewed, as Norman T. Newton has

suggested, as having had two distinctly positive points and a single offsetting negative one.<sup>4</sup> The first positive element was the practice of professional cooperation. "It is doubtful," Newton has claimed, "that any other single event in the history of the arts in America served as notably as the Fair in stimulating the practice of inter-professional collaboration."<sup>5</sup> The participants learned that to be successful collaboration meant joint involvement from the beginning in an open-eyed and open-minded acceptance of mutual help and interdependence.<sup>6</sup> Two phenomena which resulted from this collaborative process brought about by the Fair were the establishment of the American Academy in Rome in 1894, and the McMillan Commission plan of 1901 for Washington, D.C..<sup>7</sup>

The second positive point about the Columbian Exposition was an unprecedented awakening of public interest in civic design. "In fact, the degree of excitement about the 'Great White City,' as it was called, far exceeded anything its creators had hoped for."<sup>8</sup> The unprecedented use of lights, the massive monumental buildings and the impressive central spaces all created an intense degree of excitement. "The country had never seen anything like it before."<sup>9</sup>

The one large minus, according to Newton and others, was a lamentable dedication to a "classical ideal." "As a continuation of the new eclecticism of the 1880's, dedication to the classic motive may have been entirely natural for eastern architects. But, the use of the 'classical ideal' in Chicago of all cities,

was neither natural nor necessary, nor was it agreed upon un-animously."<sup>10</sup>

The Fair did not represent simply an experiment in civic art and architecture. Its designers dealt with many practical problems; police and fire protection, the creation of water, sewage and transportation systems and the provision of cultural and recreational facilities. "The Columbian Exposition suggested that the aesthetic and utilitarian could be coordinated to produce a higher form of urban civilization."<sup>11</sup> Bigness and boldness, however, were the dominate design features of the era, with Paris serving as the planner's inspiration.<sup>12</sup>

The primary concern was with appearance; thus the classical style of Italian Renaissance architecture was utilized because of its impressiveness.<sup>13</sup> This emphasis on aesthetics tended to negate an earlier, more humanitarian tone and was criticized by many socially-concerned individuals.<sup>14</sup> "However, the aesthetic result was so convincing that the question of whether or not modern architecture in America should follow precedent was decided by a landslide."<sup>15</sup> A basis for future unity in American civic art was found. Yet, without this reorientation, America might not have entered the twentieth century with the prospect of developing a new municipal function of city planning and a new professional corps dedicated to improving the city.<sup>16</sup>

Clearly, the Columbian Exposition was not the only factor in the increasing interest in city planning during this period. This was a time of rapid industrial expansion and urban growth which

Figure 1. World's Columbian Exposition of 1893.

The above photograph (figure 1) is of the Columbian Exposition, Court of Honor: the core of the Olmsted-Codman plan, looking east from the Administration Building. The photograph below (figure 2) is the Court of Honor, looking westward from Atwood's Colonnade. Both photographs were photocopied from Design on the Land, by Norman T. Newton (Cambridge: Harvard University Press, 1971) p. 367.

Figure 2. Court of Honor, Columbian Exposition.

affected America at every level of society. "No element, whether middle class businessmen, intellectuals or urban political bosses, unilaterally led the way to various reform efforts. Citizens' groups were organized to respond to specific issues and the period saw the rise of trade associations, labor unions and national societies."<sup>17</sup>

Modern American city planning began in this reform period. Universities, foundations and agencies established classes and departments in urban studies. Voluntary organizations played an important role in the development of American city planning and the rise of the outside expert. Between 1907 and 1917, more than one hundred towns embraced some form of comprehensive planning.<sup>18</sup> It was this early reform period which provided the setting, script and characters for the beginning of large-scale urban planning.

One point must be clarified, however, since most people attribute the upsurge of public interest in civic aesthetic improvement solely to the influence of the Columbian Exposition. It is important to note what Charles Mulford Robinson, reporter and editorial writer for the Rochester and Philadelphia newspapers, said in 1899 in the last of a series of articles on the improvement of cities:

It is common to hear it (the Fair) spoken of as "the white city" and even "the dream city." In these terms was revealed a yearning toward a condition which we have not yet reached. To say that the world's fair created the subsequent aesthetic effort in municipal life were therefore false; to

say that it immensely strengthened, quickened and encouraged it would be true. The fair gave tangible shape to a desire that was arising out of the larger wealth, the common traveler and the provision of the essentials of life, but the movement has had a special impetus since 1893.<sup>19</sup>

"The subsequent fairs, until 1915, were important not so much for introducing variations of the effects arrived at in Chicago but because they brought home the great lesson to larger and larger multitudes of Americans."<sup>20</sup>

### III. MADISON IN THE EARLY 1900'S

Madison, at the time the Lake Forest idea began to germinate, was experiencing extensive population and industrial growth. Between 1910 and 1920, the city's population increased by fifty-one percent from 25,531 to 38,578 persons, a gain of 13,047 people.<sup>21</sup> By 1920, there were more than 125 industries with a total capitalization of more than fifteen million dollars and an annual output of products valued at even more.<sup>22</sup> Ten banks, two trust companies, eight libraries, two museums, and twenty-six schools were some of the amenities that existed in 1920.<sup>23</sup> Also in 1920, more than one million dollars in building construction was begun.<sup>24</sup> These were the conditions in Madison during the period of Lake Forest's early development.

As stated by the editor of the Lake Forester, "Madison is the product of four forces that are as stable as society--government, education, manufacturing and natural beauty; her future is

as certain as that of government, the university, the desire for a high living standard, and man's love for limpid waters, wooded hillsides and purple landscapes."<sup>25</sup> How did these and other factors influence the local planners and designers of the period? Governor Philipp, in commenting on Madison in 1920, claimed the following:

Several people have called Madison the most beautiful city in the world. The university, industries, the picturesque lakes and the unusually well developed park systems are only a few of the factors that have made for the past growth of Madison and will continue to function in the future.<sup>26</sup>

There are at least six major reasons for Madison's constant growth and related implications which occurred in the early twentieth century. Undoubtedly there were others, but the following certainly played a major role: 1) the setting of the lakes, 2) the influence of the university, 3) the State Capitol and its related governmental activities, 4) the industries located in Madison, 5) the railroad, and 6) the activities of Madison's Park and Pleasure Drive Association.

First, the setting of four beautiful lakes made Madison a "widely reknown all-year-round resort community."<sup>27</sup> The lakes served as Madison's best asset; and had provided an important reason for selecting Madison as the site for the State Capitol. "No other city in the world, as far as I know," said John Nolen, an eminent American city planner, "has naturally such an unique situation on a series of lakes, with an opportunity for so much and such direct relationship to beautiful water frontages. The

physical situation certainly is distinctly individual."<sup>28</sup>

A second fundamental reason for Madison's growth was the University of Wisconsin. "Its power was felt throughout Wisconsin as a force which could form, transform, inspire and guide common life."<sup>29</sup> In the 1920's the university, as today, was an important feature of the city. As an advertisement in a 1920 issue of the Wisconsin State Journal expounded, the University of Wisconsin provided Madison with a special character:

Not because of its 930 acres of ground, its seven and one half million dollars worth of land, buildings and equipment, or even its 7,294 students from all parts of the world. But because the greatest state university clothes Madison with a dignity, an influence, and a vitality equalled by no other city in Wisconsin.<sup>30</sup>

It was inevitable that the university was growing in the 1920's. In service, in influence and in size, it was growing with a logical progress that would surely be reflected in Madison and particularly the university neighborhood.<sup>31</sup>

The State Capitol, the third reason for Madison's growth was, and is, the pulse of Wisconsin. As the state grew so did the Capitol and its activities. It was an unfaltering process. Madison's very origins were tied to the government. "The dome of the Capitol, that today still dominates Madison, symbolized at once the power and dignity of the state and the prestige and individuality of the city."<sup>32</sup> Both the university and industry followed the State Capitol to Madison. Its local employees built, lived and bought in Madison. The senators and representa-

tives carried away with them to all parts of the state memories of a beautiful and thriving city. These memories were the seeds of investment.<sup>33</sup>

Madison was not only a beautiful city. It also had a sound industrial base, the fourth reason for its rapid growth. In the 1900's, the city contained many factories and was steadily growing in importance as a job center. In 1920, the value of Madison's industries, from a monetary standpoint, was second only to the combined assets of the University of Wisconsin and State Capitol; more than five thousand people, for example, were employed in industries.<sup>34</sup> Between 1910 and 1920, there was a fifty percent increase in the number of Madison's industries, including one million dollars in factory additions in 1920 alone.<sup>35</sup> A very fortunate feature for this municipality was its abundance of a more educated, white-collar labor force. For that reason the designation of Madison as the "artisan city" apparently was becoming popular in industry.<sup>36</sup>

Another reason for the community's success was its railway system. To distribute the resulting products, three railway systems, comprising nine lines, ran 102 passenger and eighteen freight trains daily in and out of Madison.<sup>37</sup> The city's ideal location as a distribution point, which had already put twenty-eight farm machinery depots in the city, was enhanced by railroad service that few other cities possessed.<sup>38</sup>

A final factor was the long-term effort of Madison's Park and Pleasure Drive Association to preserve and develop the city's

natural beauty. Madison's main claim as a place to live in, or as a place to visit, rested upon the beautiful lakes and the unique achievements in park building of the Park and Pleasure Drive Association.<sup>39</sup> Organized in 1894 under the leadership of John M. Dlin, a prominent Madison attorney and the Association's president during its first two decades, the organization was granted donations of lake shore and forest bluff tracts, and also raised nearly \$215,000 between 1894 and 1908.<sup>40</sup> By 1920, the Association had spent \$426,000 on the city's playgrounds.<sup>41</sup>

Beauty in a city brings business and industries, conventions, tourists and a high moral tone and community contentment that are vital to its growth. Madison, a city beautiful, has grown and is growing with inevitable steadiness.<sup>42</sup>

In addition to raising money and obtaining land donations, the resourceful Dlin was instrumental in attracting John Nolen to Madison. As a graduate of Wharton School of Finance (economics and public administration) and Harvard University (landscape architecture), Nolen brought with him a perspective far different from that of other leading planners of his era.<sup>43</sup>

Nolen and his staff participated in all phases of American city planning endeavors during the early twentieth century. "In fact, between 1915 and 1925, the Nolen office was the largest and most versatile planning firm in the country."<sup>44</sup> In the twelve years (1908-1920) that Nolen worked in Wisconsin, he undertook twenty-eight major projects. His work included plans for park systems (La Crosse and the State of Wisconsin), city plans

(Madison, La Crosse, Janesville and Green Bay), subdivisions and housing reports (Madison, Janesville and Kenosha), and planting designs (State Capitol and various state institutions).<sup>45</sup>

Nolen made his first formal appearance in Madison at the annual meeting of the Madison Park and Pleasure Drive Association in the spring of 1908.<sup>46</sup> His speech dealt with state and city parks, outdoor art and the necessity for comprehensive city planning, and it reflected Nolen's belief that the physical quality of the environment greatly influences the social quality.<sup>47</sup>

Though originally hired to design a park system, Nolen soon convinced his clients that a comprehensive city plan that would include a park system plan, was essential for the capital city. Nolen's plan and accompanying report differed from many postwar examples because of its emphasis on ascertaining and developing the individuality of the city.<sup>48</sup>

Because of these characteristics of "site, environment, climate, population, high civic spirit, traditions, and the permanent attractions of government and higher education," Nolen was extremely enthusiastic about the future of Madison. He argued that the citizens could make Madison a Geneva of the Midwest, "a beautiful, well-ordered, free, organic city."<sup>49</sup>

Because of the above reasons, Madison was growing at an impressive rate. From Table I it is evident that between 1890 and 1920, the city increased by more than 15,000 persons.

Obviously, the growing population required an increase in housing facilities. But, as a consequence of World War I and the use of labor and materials for other purposes, there was a nation-

TABLE I  
POPULATION GROWTH OF MADISON, 1880-1920

| Year | Total Population | Absolute Population Increase |
|------|------------------|------------------------------|
| 1880 | 10,324           | -----                        |
| 1890 | 13,426           | 3,102                        |
| 1900 | 19,164           | 5,639                        |
| 1910 | 25,531           | 6,357                        |
| 1920 | 38,578           | 13,047                       |

Source: United States Census

wide housing shortage.<sup>50</sup> This was also true in Madison. As Riley S. Young, Speaker of the Wisconsin House, stated in 1921:

The present housing situation is one of rare concern. It must be met if we are to continue to boast of our greatness as a nation. It can be solved with a forward vision, we shall be all the more fortunate. If satisfactory housing facilities can be provided for Madison it will be a great service.<sup>51</sup>

In 1910, Madison had 5,182 dwelling units which housed 5,949 families, or approximately 110 families for every one hundred dwellings.<sup>52</sup> Until the outbreak of the war, Madison had kept up with this "national" average.<sup>53</sup> But, as John S. Main, a Madison realtor stated in 1918, "one thousand families have moved into Madison in the last two years, with only 350 houses, flats and apartments being built during the same time."<sup>54</sup> In 1919, the situation was little improved with only 103 new buildings being constructed.<sup>55</sup> Therefore, in 1920, Madison had a housing

shortage of nearly one thousand units.<sup>56</sup> It was in this atmosphere of growing demand that development schemes like the one at Lake Forest were planned and put into motion.

#### IV. INITIAL STAGES OF THE LAKE FOREST DEVELOPMENT

The restricting shape of the isthmus between Lakes Monona and Mendota in Madison, plus expansion in business and the increasing amount of land taken up by student housing around the university, left people with no alternative but to build further out on both sides of the isthmus. Nolen in 1909, had suggested and drawn up plans for a suburb on the east side of Madison which was called Lakewood (later Maple Bluff), while to the west realtors began the sporadic development of Nakoma.<sup>57</sup> In April 1911, the Lake Forest Land Company conceived the most comprehensive plan of all. Organized by Chandler Burnell Chapman and Leonard Gay, a modern suburb was planned for 840 acres of land along the south shore of Lake Wingra (see Figure 3).

Suburbia in 1913 was a gleam in the eyes of visionaries. However, some dreamers lived in Madison and among them was C.B. Chapman. He stood on a hill on the south shore of Lake Wingra and saw an utopian community rising in the 540 acres between Fish Hatchery Road and Nakoma Golf Course.<sup>58</sup>

Lake Forest, at the time, was not even a farm. It consisted of marsh, woods and pasture land and was practically isolated from the city. Few people knew of it or had ever been on it, except for hunters, botanists, biologists and a few picnickers who

occasionally rowed across from Wingra Park. "The average Madisonian, not knowing anything about Lake Forest, was quite naturally skeptical."<sup>59</sup>

They could see the marsh--they knew it was wet and they assumed the land was and always would be valueless. They had seen Brittingham Park changed from a marsh to a beautiful lawn but they would not realize that this could ever be done again.<sup>60</sup>

When Madisonians were told about the plan for Capitol Avenue, two eighteen-foot concrete strips of pavement, to be separated by a wide parkway, they claimed it would be impossible.<sup>61</sup> This skepticism influenced both the company's development plan and the meticulous campaign Chapman and his colleagues undertook to sell it.

A new planning approach was attempted at Lake Forest. Chapman, president of the Lake Forest Land Company, stressed that development of Lake Forest was to be based upon scientific knowledge and investigation of the future growth of Madison and the future need for homes in the area. "I believe that in any city where material growth is expected, a more careful study of the prospects for the future growth of that city should be made in order to lay the foundations for any proper city planning," stated Chapman before the summer school of the American City Bureau held in Madison.<sup>62</sup>

In 1914, Chapman did a study of future growth in Madison by examining the value of different factors that would influence it. It is interesting to note that this estimate (based upon his

analysis) of Madison's population in 1920 was 39,775 persons. This differed by only 1,397 persons from the actual Madison census count of 38,378 people. His estimate indicated that during the next ten years (1914-1924) Madison could reasonably expect an increase of 13,282 persons.

Using these data, Chapman, during the winter of 1916, did a detailed study to determine the approximate number of dwellings that would be built on the west side of Madison, and outside the partially built-up districts. To determine this, an accurate survey, with the idea of discovering existing housing conditions, was done. This was accomplished by hypothetically dividing the city into sections and walking through the entire city and taking notes which indicated the exact number and location of all buildings in each block.

The city was next divided into two parts--east and west--with the dividing line being Wisconsin and Monona Avenues. An estimate reinforced by a study of building permits issued during the previous six years indicated that approximately two-thirds of the increase in population was settling on the western side of the city. Originally a point east of the Capitol was the center of Madison. However, recent developments indicated that the general layout and characteristics of the territory east of the Capitol were better adapted by nature for industries, while that west of the Capitol was more suited for residential purposes.<sup>63</sup>

The next step in his investigation was to divide the city into one-half mile zones, as measured from the State Capitol,

with the idea being that such an intensive study of each zone would more definitely indicate the amount of building that might be expected in that zone during the next ten years. After the zones had been subdivided, each section was studied with the idea of determining the different factors that contributed to the growth of that particular section.

Chapman's study concluded that within ten years 2,371 families could be expected to settle in the area of Madison west of the Capitol; of these families, 1,800 were anticipated to settle in the already built-up section, with the remaining 1,183 families expected to build houses outside the present built-up sections.<sup>64</sup>

The final investigative step was to determine in what sections of the area these 1,183 families would locate. Chapman, in turn, made projections (refer to Table II) as to the number of new families that would settle in Lake Forest.

It was realized by Chapman and his colleagues that there were a number of factors that would come into play in the Lake Forest area. These were, for example, distance of new residential sections from the center of the city, possibilities for development, present growth trends, transportation and the size of the plat that might be developed under one management.<sup>65</sup> Lake Forest was perceived as having a number of factors that were essential in securing future residential development.

No other plan can compete with Lake Forest with respect to convenience to the city, lake frontage, park facilities and natural or artificial convenience.<sup>66</sup>

TABLE II  
NEW FAMILIES ANTICIPATED TO SETTLE IN LAKE FOREST  
ANNUALLY (1916-1925), ACCORDING TO C.B. CHAPMAN

| Year  | Number of Families |
|-------|--------------------|
| 1916  | 65                 |
| 1917  | 67                 |
| 1918  | 70                 |
| 1919  | 72                 |
| 1920  | 75                 |
| 1921  | 77                 |
| 1922  | 80                 |
| 1923  | 83                 |
| 1924  | 86                 |
| 1925  | 89                 |
| Total | 764                |

Source: C.B. Chapman, "Address to the School of the American City Bureau," (1920); and his personal working notes, both documents are located in the University of Wisconsin-Madison Archives, Series No. 38/6/1, Box No. 1.

The comprehensive plan adopted by the Lake Forest Company was quite unique for the 1920's. It included street car service, paved streets and sidewalks, electricity, gas, water and sewer service, fire protection, schools, parks and recreational grounds. All were to be properly supervised. These services, as perceived by the company, were to contribute to several advantages:

1. The Lake Forest Company will construct and operate an extension of the present city street car line to the heart of the plat, an advantage unparalleled in the development of Madison plats.

2. Streets will be paved and concrete sidewalks laid by the company to make traveling clean, easy and comfortable.
3. Extension of the electric and gas mains of the Madison Gas and Electric Company to convenient distance for houses in the plat will be provided at the expense of the company.
4. A suitable sewage system is planned and will be installed by the company for the convenience and protection of the residents.
5. A source of water supply is available and will be developed for the use of the plat. The quality of the water available excels the city supply in every way.
6. In line with the farseeing policy of the company fire protection will be given.
7. Again as evidence of the company's good faith an adequate school system is included in the plan. The company has conferred with education authorities and will be prepared to offer advantages equal to, if not greater than those of the city schools.
8. Recreational facilities are not overlooked. Special plans are incorporated in the program for children's and "grown-up's" playgrounds, all of which will be under constant and competent supervision.<sup>67</sup>

#### V. THE LAKE FOREST SITE

As previously stated, Lake Forest was not even a farm in 1917. It consisted of marsh, woods and pasture land and was practically isolated from the city. Why was such a desolate site chosen for the development? What were some of the factors that influenced this decision? Why was the site impractical in terms

of building capabilities? The answers to these questions are essential to gain an understanding of the Lake Forest plan and its constant struggle with the forces of nature.

If an examination of the territory adjacent to the city had been made during the early 1900's, it would have revealed the striking fact that Lake Forest was the only large, undeveloped and desirable plat with lake frontage in the immediate Madison area. As Werner Hegemann, the designer of Lake Forest, stated: "Many of the difficulties in the way of the city planning architect, such as lack of space, interference by previous and successive unsatisfactory developments and high land values enforcing too intensive a development, are happily absent when the designer has the good fortune of finding virgin land to work on."<sup>68</sup> In addition to the advantages of undeveloped land, the site offered the attractions of the lake shore which was brought clear up to the civic center. Also, the site was located far enough away to be free from the smoke, dirt and noise of more crowded sections, yet near enough to be a real part of community life.<sup>69</sup>

In 1914, M.L. Webber, a civil engineer, made topographical maps of the "partly hill and partly flat and swampy, Indian-mound studded wilderness."<sup>70</sup> A woodland, known as the "Vilas Woods" (named for its former owner), covered most of the Lake Forest plat.<sup>71</sup> A tract of marsh and swamp, hundreds of feet wide, extended along the entire lake front.<sup>72</sup> Flowing into the lake from the south was a creek which divided the forest into two

nearly equal parts.

Two Indian mound groups were situated in the stretch of rather dense native woods of the Lake Forest plat. These mounds, built by the "Mound Builders," a prehistoric race of Indians, had been used for ceremonial or burial purposes.<sup>73</sup> Overall, some one hundred and fifty mounds, of various shapes and sizes, were built along Lake Wingra's shores.<sup>74</sup>

The Lake Forest site was large, the advantages to the purchasers of lots were numerous, and the chances for profit were great. Though Lake Forest seemed isolated, it was not remote. A mile away was the University of Wisconsin. Lake Forest, in fact, was as close to the Capitol as Wingra Park and many of the most popular residential sections of the city (see Table III).

TABLE III  
COMPARISON OF DISTANCES FROM THE WISCONSIN  
STATE CAPITOL TO LAKE FOREST

| Development or Neighborhood | Distance to Capitol |
|-----------------------------|---------------------|
| Wingra Park                 | 1.5 miles           |
| University Heights          | 1.5 miles           |
| West Lawn                   | 2.1 miles           |
| Fair Oaks                   | 2.1 miles           |
| Elmside                     | 2.5 miles           |
| Lake Forest                 | 1.8 miles           |

Source: Wisconsin State Journal, (Madison),  
31 December 1918, p. 10.

Three of the first attractions of Madison are at Lake Forest's very threshold. Beautiful Lake Wingra and broad, spring-fed lagoons, border this delightful tract. Vilas Park is "just across the way," and other pleasure grounds as attractive to lie within Lake Forest itself, are fast being developed.<sup>75</sup>

The beautifully wooded hills on the northwest, the rolling meadow to the south, the beautiful terraces to the east and the water front on the north are features unexcelled. Its location is unique and its prominence is paramount. The natural advantages for developing pleasing lagoons are right. From the standpoint of beauty and safety the lake front is superb--not too much, not too small--just right. The plat has over a mile of lake front, a valuable asset of which no other plat within three miles of the Capitol can boast.<sup>76</sup>

The one major drawback, however, was the land itself, for even the more solid Lake Forest turf was soft and spongy. The subsoil consisted of peat and marl (decomposed crustaceans) that extended hundreds of feet down. The subsoil was a constant problem for the engineers since it kept sinking. During the 1880's, in fact, the Illinois Central Railroad considered laying tracks across the same land, but came to the conclusion that the trestles and roadbeds eventually would sink.<sup>77</sup>

Chapman was aware of the railroad plan, but believing that the problem of an unstable construction base could be solved by clever engineering, he went ahead with the development anyway. Drain tile went under every street, and sand twenty feet deep was placed as roadbed across the swamp. But, during his life time, he was destined to see his development literally "sink."<sup>78</sup>

## VI. LEGAL RESTRICTIONS IMPOSED ON THE DEVELOPMENT

Up to this point, an attempt has been made to explicate a new planning approach undertaken by Chapman and his colleagues, to determine the factors essential in securing residential development in Madison, and to present a description of the Lake Forest site. Now, it is only appropriate to ascertain the legislative limitations, land-use controls and construction standards, existing in the early 1910's, that restricted and regulated the development.

Unlike contemporary developers and construction companies, the Lake Forest Company had few limitations inhibiting its development. As Huber Scribner, Dane County Regional Planner, noted, "all the developer was required to do was hire an engineer to study the area and draw a plat map of it (see Figure 4, a plat map of the Burr Oak section of Lake Forest)." The developer then recorded the plat map in the office of the County Register of Deeds. At the time no plat review was required.

Besides the plat map, lot size limitations, a number of engineering codes and road construction standards, the developers had few other restrictions. There were no zoning codes (the Dane County Zoning Ordinance was enacted in 1937) and no subdivision control requirements. Also, safety and health standards were nonexistent. In fact, there were few land-use controls or legal restraints that influenced the initial project.

When ordinances did evolve, the Lake Forest property was

# BURR OAK SECTION

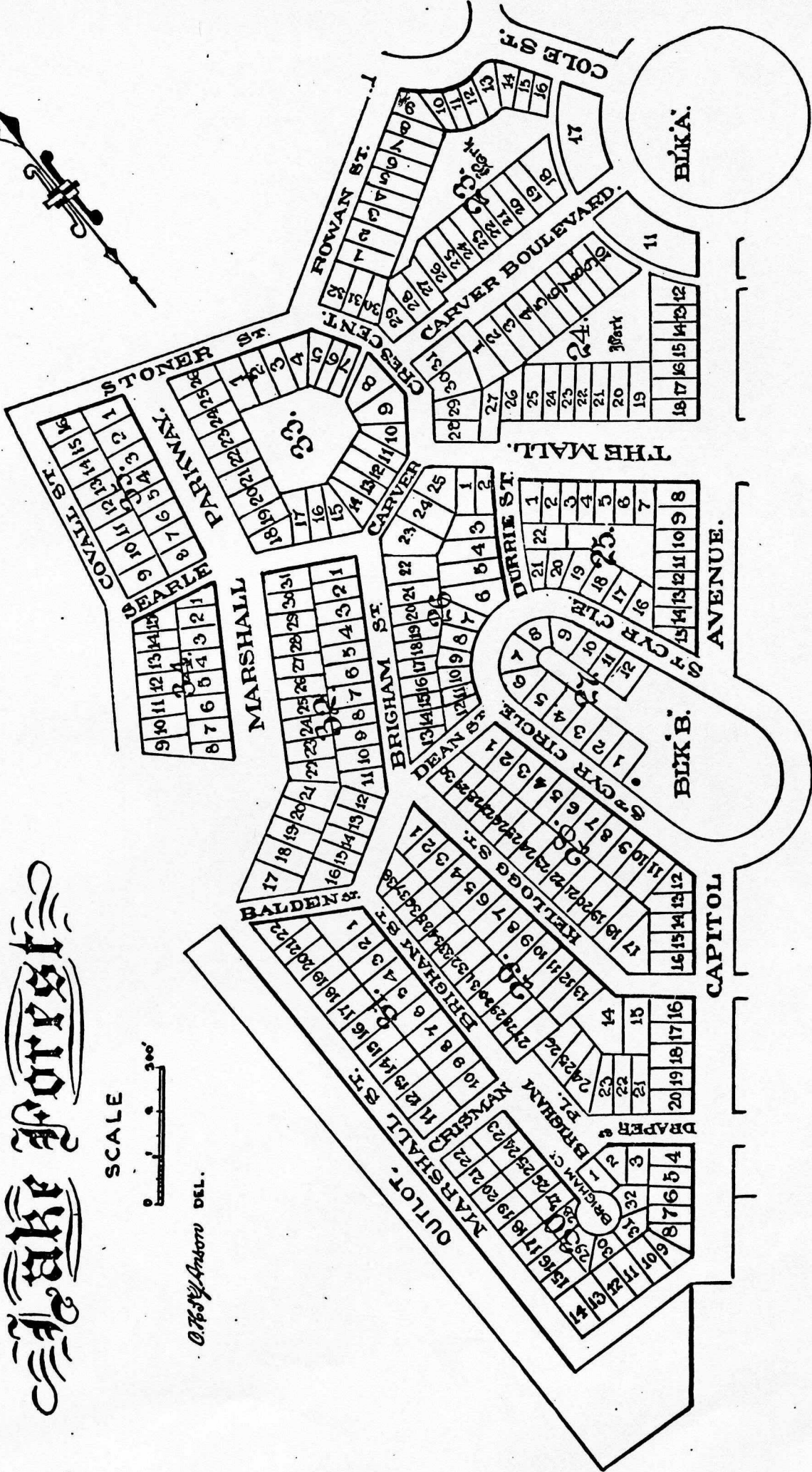
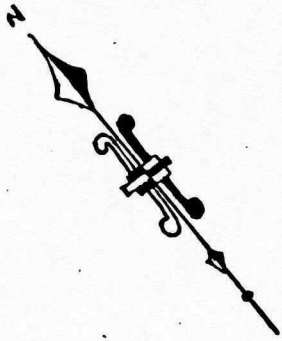
OF

# 1810 First

SCALE



C. F. Anderson DEL.



The map was obtained from the Wisconsin State Historical Society Archives.

excluded due to "grandfather" clauses written into new laws. For example, the lots were (and still are) exempt from certain construction standards and minimum lot size requirements. This created many problems when the company changed hands and future lot sales occurred. Even today, the Lake Forest lots (average dimensions are 40 by 105 feet) are legally and "socially" too small for people who want large and valuable real estate. A land appraisal made on 14 April 1936, described the lots as, "not readily marketable; low, peat soil, not a good building site because of the high water table. These lots are too small, both in width and depth, for present building requirements."<sup>79</sup>

## VII. THE LAKE FOREST PLAN

Lake Forest was to be the outlet for twenty years of Madison's expansion. Dr. Werner S. Hegemann, an internationally recognized city planning expert, along with Professor Leonard Smith of the University of Wisconsin, mapped out a program for Lake Forest which was complete down to the smallest detail. "When complete," they claimed in a notice in the Wisconsin State Journal on 7 May 1920, "the plat will be the most modern and beautiful in America."<sup>80</sup> Public activities were to be grouped about a civic center (a recent planning development in this part of the country) which would have served both decorative and utilitarian functions (stores, public buildings and a park) similar to the village green arrangement of colonial days (see

Figure 4). This provided an aesthetic advantage since continuously covered colonades tied the street together and yet permitted above them an irregular, individual development (see Figure 5).<sup>81</sup>

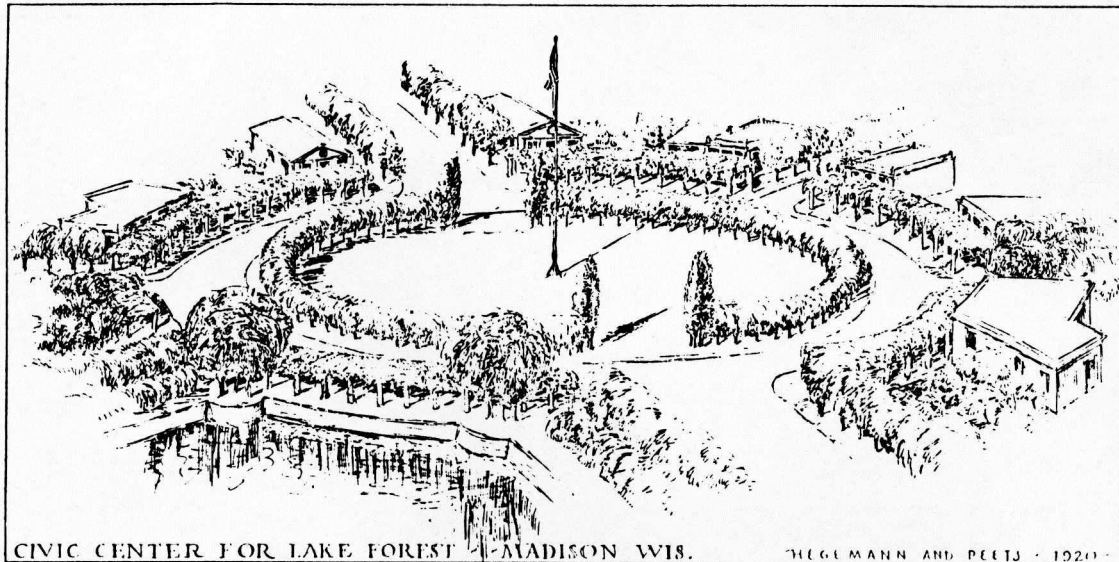


Figure 4. One plan for the civic center. This sketch was photocopied from The American Vitruvius: An Architects' Handbook of Civic Art, by Werner Hegemann and Elbert Peets (New York: Benjamin Blom, Inc., 1972), p. 195.

"The designers, from the Milwaukee firm of Hegemann and Peets, envisioned a central commercial and civic center set deep in the glades as if a man-made pearl had been dropped on a bed of organic velvet."<sup>82</sup> The piazza in front of St. Peter's in Rome served as the inspiration for the civic center, and it was compared to a similar plan at Forest Hills, Long Island, the famous "model city" built by the Russell Sage Foundation.<sup>83</sup>

The principal function of a civic center is to

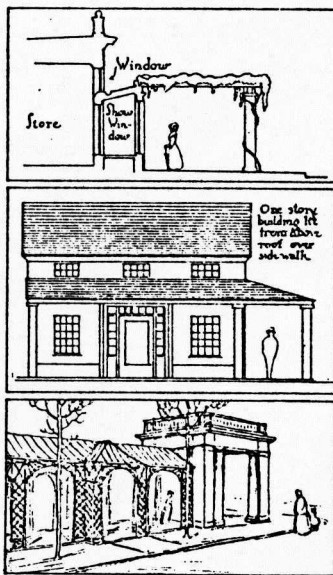


Figure 5.

The designers attempted to "fix upon some means of immediately economically and definitely marking out the shape of the large round plaza in such a way that shops and small public buildings could be built later without breaking the uniformity of the frame. It was therefore determined to build a high pergola and, when buildings were put up behind it, to light them from clerestory windows just above it." Source: Figures 5 and 6 were photocopied from *The American Vitruvius: An Architects' Handbook of Civic Art*, by Werner Hegemann and Elbert Peets (New York: Benjamin Blom, Inc., 1972), p. 195.

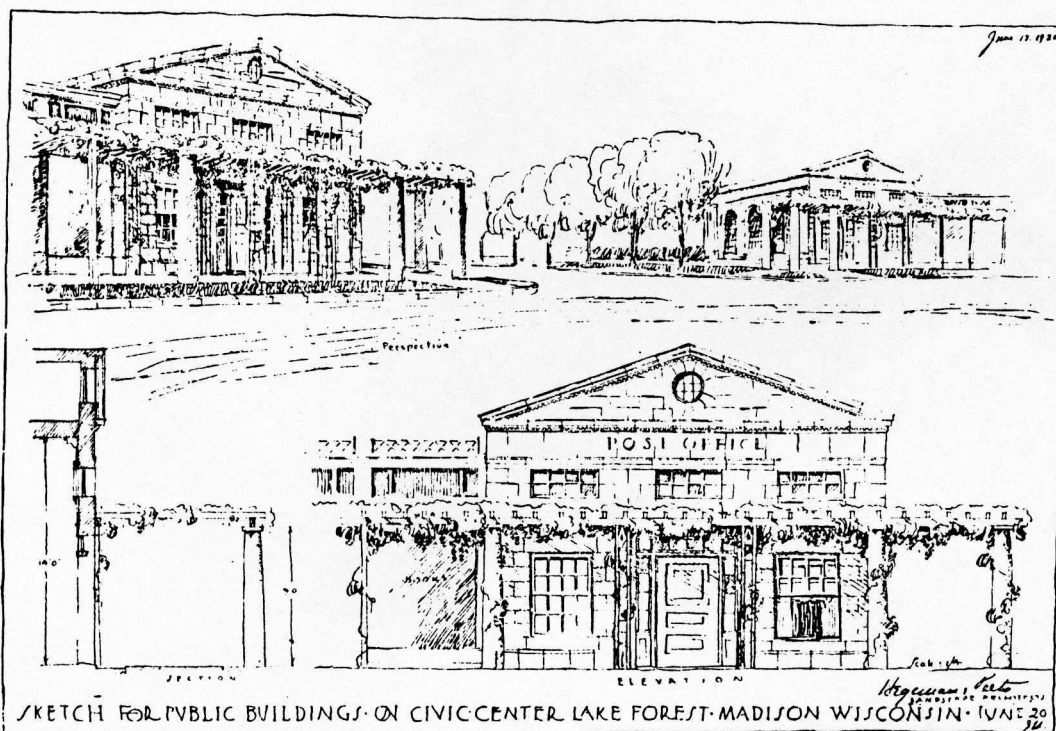


Figure 6. Continuously covered colonades.

so group the public buildings of a community that the money expended on them will not be frittered away on ineffectual efforts, but so that every cent invested will contribute towards producing a large unity, really expressive of the dignity and importance of the city.<sup>84</sup>

From this hub, where a proposed obelisk was to stand, the development's arterial roads were to radiate. The plan was somewhat similar to L'Enfant's proposals for Washington, D.C., in 1791.<sup>85</sup>

The development was planned with the automobile in mind. "If an effort were made to attain the old civic beauty, it could not be done in the old forms, for the automobile has taken the city unto itself, destroying the possibility of any full human experiencing the city as an aesthetic whole."<sup>86</sup> The double boulevard linking the Lake Forest community to South Mills Street (and thereby to the City of Madison) was to be a broad and straight thoroughfare offering residents a spectacular vista of the State Capitol (see Figures 3, 7, and 8).

The plans called for a trackless trolley running from the end of South Mills Street, across Wingra Creek, and up Capitol Avenue to the civic center. At the eastern end of the tract on Lake Wingra--just opposite Vilas Park--was a community park where a community swimming beach was planned. A nine-hole golf course was actually developed along Fish Hatchery Road.

Like Capitol Avenue, Carver Boulevard was to radiate in opposite directions from the civic center. Capitol Avenue came in from the northeast and the southwest; Carver Boulevard from

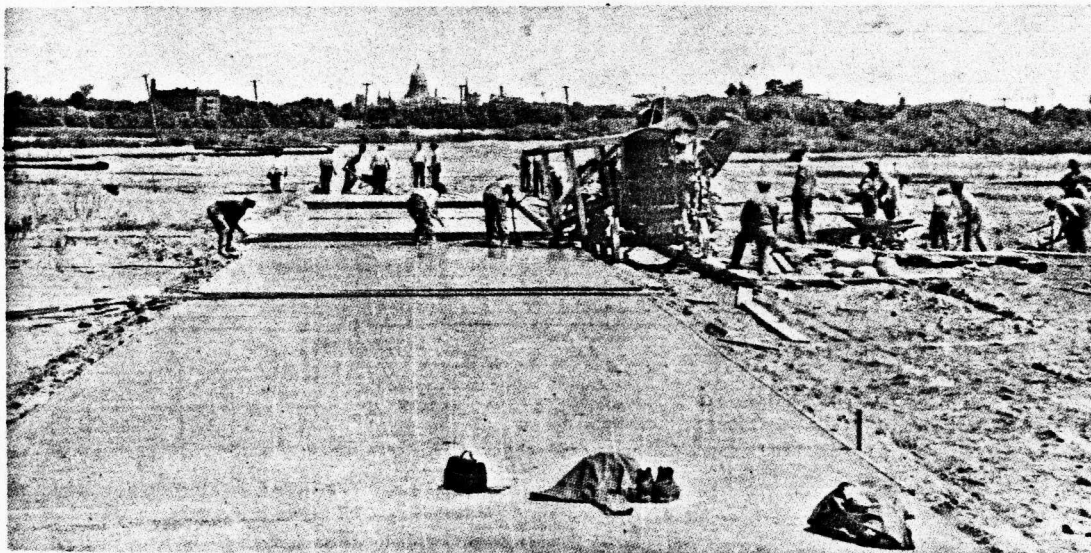


Figure 7. Building Capitol Avenue in the summer of 1919. Source: photocopied from A Thousand Ages, by Nancy D. Sachse, Madison: The Regents of the University of Wisconsin, 1965, p. 73.

directly east and west. Its eastern arm was actually completed and is the present Carver Street; the western arm would have extended several hundred feet into what is now the "Lost City Forest." The resulting circle consisted of a large block of twenty-six lots in the shape of a horseshoe surrounding a private park--one of several neighborhoods within Lake Forest that were to include a private park. This idea of private parks was claimed to be original with the company.<sup>87</sup>

Marshall Parkway was to extend two and one-half blocks across the west end of the Burr Oak section (see Figure 4). The parkway was to be 120 feet wide and flanked on both sides by a double row of trees. A spring-fed stream was to flow down the center, with a street and sidewalk running on each side of the

stream. This drive, located between two wooded knolls, was to lead to the shores of Lake Wingra, and would have afforded access to the lake for all citizens south of the civic center.

The plan included a number of distinct neighborhood subunits. In the southwestern corner of the Burr Oak section was to be Brigham Court, and adjacent to it, a square, Brigham Place. "It would be difficult to find a more quiet and secluded place for bungalows than Brigham Court."<sup>88</sup>

Figure 8. Capitol Avenue construction. Source: photocopied from the Lake Forester, (Madison), 1 July 1919, p. 1.

"The ideal of the Lake Forest Company--to surround one with all the beauty that nature bestows, combined with all the convenience that modern science affords--is no better exemplified than in the plans for the development of Council Rock Spring Garden," a proposed sunken garden on Carver Street at Floyd Place. <sup>89</sup> The designer, F.A. Aust of the University of Wisconsin, suggested a garden atmosphere of dignified natural beauty. <sup>90</sup>

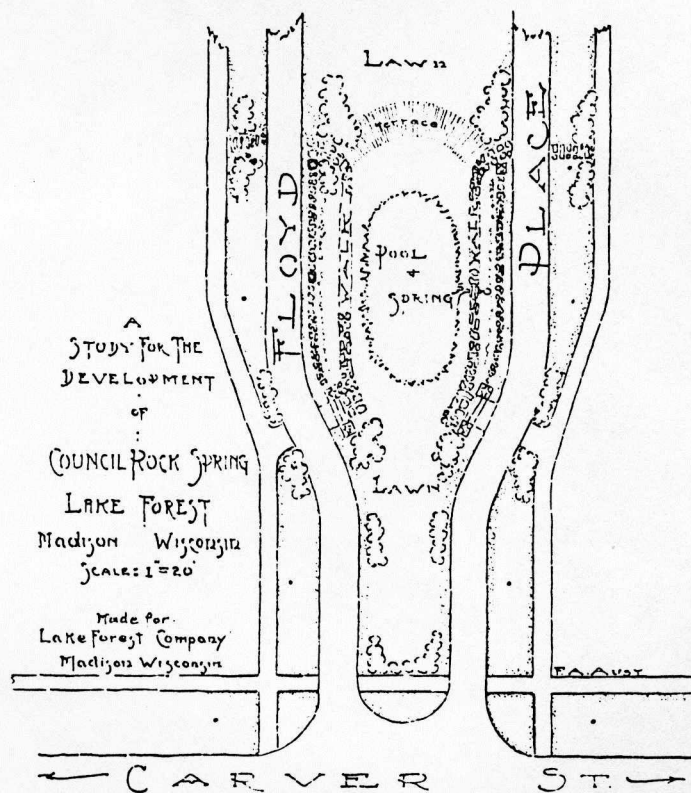


Figure 9. Plan for Council Rock Spring Garden. The design was photocopied from the Lake Forester, (Madison), 15 December 1920, p. 1.

"Its theme was to be one of restoration--restoration of the spring to the boiling, bubbling, untamed conditions, and restoration of

the native plants and wildflowers found there before the advent of civilization.<sup>91</sup>

The Council Rock landscape plan included small shrubs growing between the boulders to form a frame for the park. The spring would have flowed out through a group of stepping stones and down into a pool. Trails would have lead from Carver Street down around the spring. The setting attempted to suggest the days when great Indian chiefs met at Council Rock.

In developing the garden, a retaining wall was to be built around the pool and spring.<sup>92</sup> This wall was to extend six feet into the ground to prevent the surface water seepage from contaminating the cold, pure spring water. When completed, "the Council Rock Spring Garden, along with the lagoon and other beauty spots, will give Lake Forest an artistic effect that is often grossly neglected in real estate projects."<sup>93</sup>

Chapman and his associates were aware that successful development of Lake Forest would depend on draining the wetlands that covered a large part of the site; and in fact, had ambitious plans for turning this disadvantage into an asset. To accomplish this, canals and lagoons, 7000 feet long and averaging 200 feet in width, were dug across the marsh.<sup>94</sup> The idea was not only to lower the water table by improving drainage, but to create additional waterfront property.

Lots were generally small (40 by 105 feet) and priced between \$800 and \$1,200. Any of the lots could have been originally purchased for a mere ten dollars down payment.<sup>95</sup>

In the development of Madison plats in the past, it has been customary to sell as many as thirty lots for each house built. We believe, however, that in order to maintain a high degree of satisfaction on the part of the investor in lots, there should be steady increase in lot values. This steady and rapid increase can be best maintained by keeping a lower percentage of lots sold to houses built and for the sake of extreme conservatism, we are figuring that the sale of six lots for each house.<sup>96</sup>

However, a land appraisal made on 14 April 1936, described twenty-one lots scattered in blocks four, five, six, seven, ten and eleven as, "not readily marketable, too small, both in width and depth, for present building requirements."<sup>97</sup>

Apart from the small lots, however, the Lake Forest plan was truly an extraordinary one, far ahead of what was generally being attempted for residential neighborhoods.<sup>98</sup> It also had achieved some national renown as demonstrated by the following letters that were proudly reprinted in the Lake Forester:

There is no falling down with such plans as you have made. They are based on the fundamentals upon which real city development rests and they are as certain as any human endeavor can be made. It would be a wonderful thing if many other American cities could have developments which are as well thought out and as thoroughly planned as Lake Forest. Then there would not be as many home conditions, things promised which are often never realized, but which in Lake Forest are provided in advance.

I want to thank you for giving me the opportunity of seeing Madison under your guidance. I will never forget the experience and its educational value as I am interested in just the things you showed me.

Yours very truly,  
H.E. Bodine,  
Secretary, Chamber of Commerce, Ft. Wayne, Ind.<sup>99</sup>

The Lake Forest development presents what every Chamber of Commerce would like to have the privilege of enjoying: a model addition carefully planned instead of being thrown together haphazard. I feel that all community workers throughout the country would be intensely interested in what Mr. Chapman is doing for his city in this important business of community construction.

Sincerely,  
 Hubert M. Harrison  
 Secretary, Chamber of Commerce, Wichita Falls,  
 Texas. 100

The plan which you are putting into effect is so comprehensive and will so add to the beauty of the city that it should appear as one of the great improvements and additions to your already beautiful city. Mr. Chapman and the officers of your company are to be congratulated and I believe the people of your country generally should know more of your enterprise, as I believe they would be greatly interested in reading through the public press or magazines a complete story of the work which you have done and the plans which you propose to make into realities.

Very truly yours,  
 H.A. Davidson  
 Secretary, Board of Commerce, Erie, Penn. 101

#### VIII. THE LAKE FOREST LAND COMPANY

In April 1911, the Lake Forest Land Company was organized by Chandler B. Chapman (owner of the Dane County Title Company and extensive downtown properties), Leonard Gay and E.J.B. Schu-brings. Gay and Chapman were old associates, the former as owner of the Gay Office Building downtown, and the latter as his land contractor. In 1916, its plans laid and a portion of Lake Forest ready, the company opened for business. "At the time, unlike today, the system followed by real estate developers was to sell

off and build up the less interesting property first. Then, the more highly desirable sites would command higher prices."<sup>102</sup> To finance this venture the Lake Forest Company (as it was reorganized in 1916 with Chapman as President) put land under a trust deed in the hands of the Madison Bond Company which issued first mortgage bonds at ten percent down and one percent per month.

During the first thirty-six months of Lake Forest's development, scarcely a line of type was printed concerning the project.<sup>103</sup> Then on 7 May 1920, the Lake Forest Company, feeling that they had reached a satisfactory stage in the progress of their enterprise, began the publication of a series of advertisements directing public attention to Lake Forest.

The purpose of advertising is to develop public confidence. Public confidence can be secured only when the object is worthy. The developing of public confidence in a worthy object is a public service.<sup>104</sup>

Six large advertisements, published in the Wisconsin State Journal, were the first unit in a campaign to present reasons for the need to develop Lake Forest. The advertisements were issued on consecutive Fridays (see the 12 May 1920, advertisement, Figure 10) and covered topics such as: "The Capitol and Lake Forest," "The University and Lake Forest," "Madison--the 'Artisan City'," and so on.

Signs were also put up in 1920. They were designed to give visitors and passersby a glimpse of the idea behind the development. The Lake Forest idea was compacted into the single phrase: "Planned Before Built--Then Built as Planned" and was printed on

# The City of Lovely Lakes

Four limpid lakes—four Naiades  
Oxylyan deities are these  
In flowing robes of azure dressed  
Four lovely handmaidens that uphold  
Their shining mirrors rimmed with gold  
To the fair city in the West.

*From Longfellow's "The Four Lakes of Madison"*

## FOUR LAKES' JOKEER

Trailer of above line in Madison, more than 591 boats on our lakes including 16 large public and 150 private launchers, 7 public boat houses where boats may be stored or where canoes, rowboats and any kind of craft from six oars to power boats may be rented, excursion boats make regular trips across and around the lakes and may also be chartered for picnic parties, in company with public and private bathing houses, public bath houses at Towne and Botolph's Parks, U.S. grand stands, tennis courts for the summer months and safety contingencies strictly enforced.

## Fortunate Madison!

Travel to Yuma, Arizona, or Bangor, Maine, and mention Madison and you will hear people praise its lovely lakes. Visitors who spend a few minutes here leave with pleasant memories of a beautiful city of the lakes.

Madison's Oxylyan Embodiments, namely, when Madison Dashed Lakes—Green Bay, Mineral Point and Milwaukee were being discussed as the new capital, the state legislature stood on the shores of Lake Mendota and heard the claim of the waters and the wooded shores. A few days later they returned to inform the towns inland that the city had been chosen as the capital.

Ever since the lure of the lakes has been a powerful attraction. Colonel William Henry Vliet was one of the first of the early settlers to recognize the natural advantages of the lake location.

Lake Meads' Hand in hand with the alluring beauty of the Community of waters and the joy of beautiful recreation and contemplation. All at our very doorstep. Bathing, boating, and fishing in the summer months—contemplation and ice-boarding in the winter—these are the things that have made Madison a health and pleasure resort.

A warm evening on the strand watching the moon come up over the lake—perhaps a short paddle over the silent waters—a quick dip before bedtime—and the world is a pleasant place to live in.

Days out of doors just for within the limits of Madison's beautiful parks with public bath-houses and with ample boat landings add to the beauty and utility of the lakes.

No other city in the world as far as I know, says John Nolen, late noted city planner, has naturally such a unique situation as a series of lakes, with an opportunity for so much and such direct relationship to beautiful water front views. The physical situation certainly is distinctly individual.

What Lakes Have: Thousands have been attracted to Madison Dunes for Madison temporarily and permanently, largely because of the lakes. The lakes are the center of the lakes for recreation. The University of Wisconsin's position of the university will bring here many persons who recognize the opportunity of wholesome recreation on the lakes as a valuable part of the university curriculum.

To the state and to the country Madison has been and will continue to be the "Four Lakes City."

## Consider Lake Forest

Home sites on Lake Mendota are scarcely available now at any price. The built-up shore line and the university property include everything up to Eagle Heights.

### Buy Lake Forest

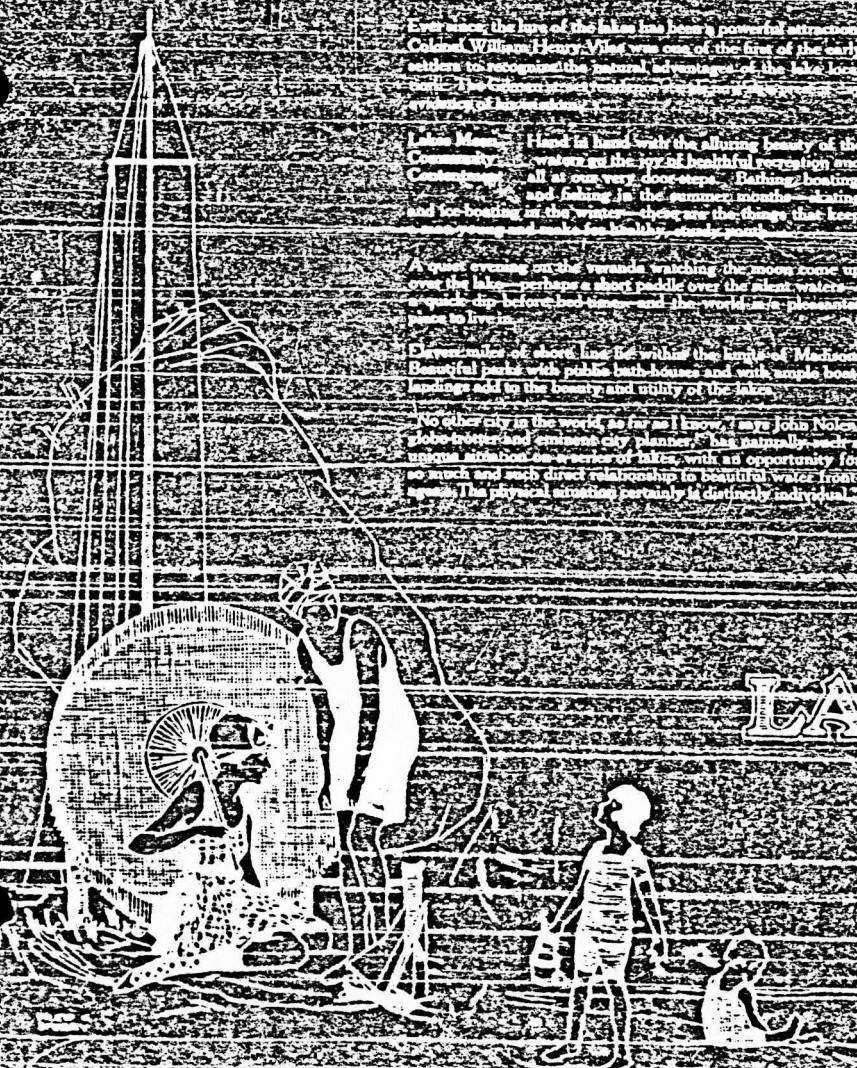
Here is the best where 25% of Madison expenses are saved in the most ideal community spot.

Spring-fed lagoons and the clean shore-lined Lake Winnebago border the delightful Lake Forest tract. Boating, bathing, and fishing are at arm's length.

What then is a goodly tract of 100 acres on the shore of Lake Mead?—the plunge, an all-around view on quiet water, or a short ferry enjoyment of the bracing lake breeze on your own front porch at your own Lake Forest. It is a unique site after the day's work and Lake Forest.

Health blows to you in cool lake breeze, and cool comfort in the summer months. Restful nights and yours at Lake Forest with mornings that find you full of rest and go for the day's problems.

The lure of the lakes is already bringing the regard of thousands to Madison. The same that in open waters, luminous foliage, and cool clear air is calling at Lake Forest. And the eyes of home seekers are turning to the beautiful Madison's residence district.



**LAKE FOREST**  
L.C. COMPANY  
GAY BUILDING

every sign (see Figure 11).



Figure 11. Lake Forest signs. Photocopied from the Lake Forester, (Madison), 1 June 1920, p. 3.

Beginning on 15 May 1920, the Lake Forest Company printed, semimonthly, the Lake Forester (see a photocopy of the first issue in Appendix A) that extolled the merits of living in a "superb modern suburb."<sup>105</sup> The purpose of the publication was to stimulate sales and to encourage people to hold their lots for a rise in value. Unfortunately, this was a major error since it encouraged purchases by people who had no intention of building. Most of the selling was done by agents not from Madison; and in some cases, lots were bought sight unseen.<sup>106</sup>

Madison was ripe for new development, and lots sold quickly. "The chief salesman had far-seeing vision and an irresistible way of projecting it."<sup>107</sup> As one early investor described it:

He stood at the window, lifted his arms, and extolled the delights of Lake Forest living. Pretty soon I was right there beside him seeing the same delights. And I bought not only one but two.<sup>108</sup>

Altogether, the Lake Forest plat included about 900 lots. By the end of 1918, a total of forty-eight lots had been sold, but no houses had been built.<sup>109</sup> In 1919, a water main, six feet underground, was laid parallel to Martin Street. In addition, subsidiary mains were laid down the center of blocks ten and eleven.<sup>110</sup>

Work continued and in 1920, sixty-one lots were sold, five houses had been erected, and twenty-three people lived in the community.<sup>111</sup> Also, Capitol Avenue and a \$7,000 bridge (see Figures 7, 8 and 12) were completed, thereby connecting Lake Forest with the present city street system.<sup>112</sup> The first public building, the Lake Forest pumping station, a one-story white brick building trimmed in red brick, also was completed that same year. An artesian well, 219 feet deep and drilled in 1919, still serves the area.

In 1921, a total of seventy-three lots were sold and a sixth house was built (see Figure 13). In February, the Lake Forest Homes Company was organized with a capitalization of \$75,000.<sup>113</sup> The company purchased a large number of lots in the Burr Oak section, and by June, the company had "let" the contract

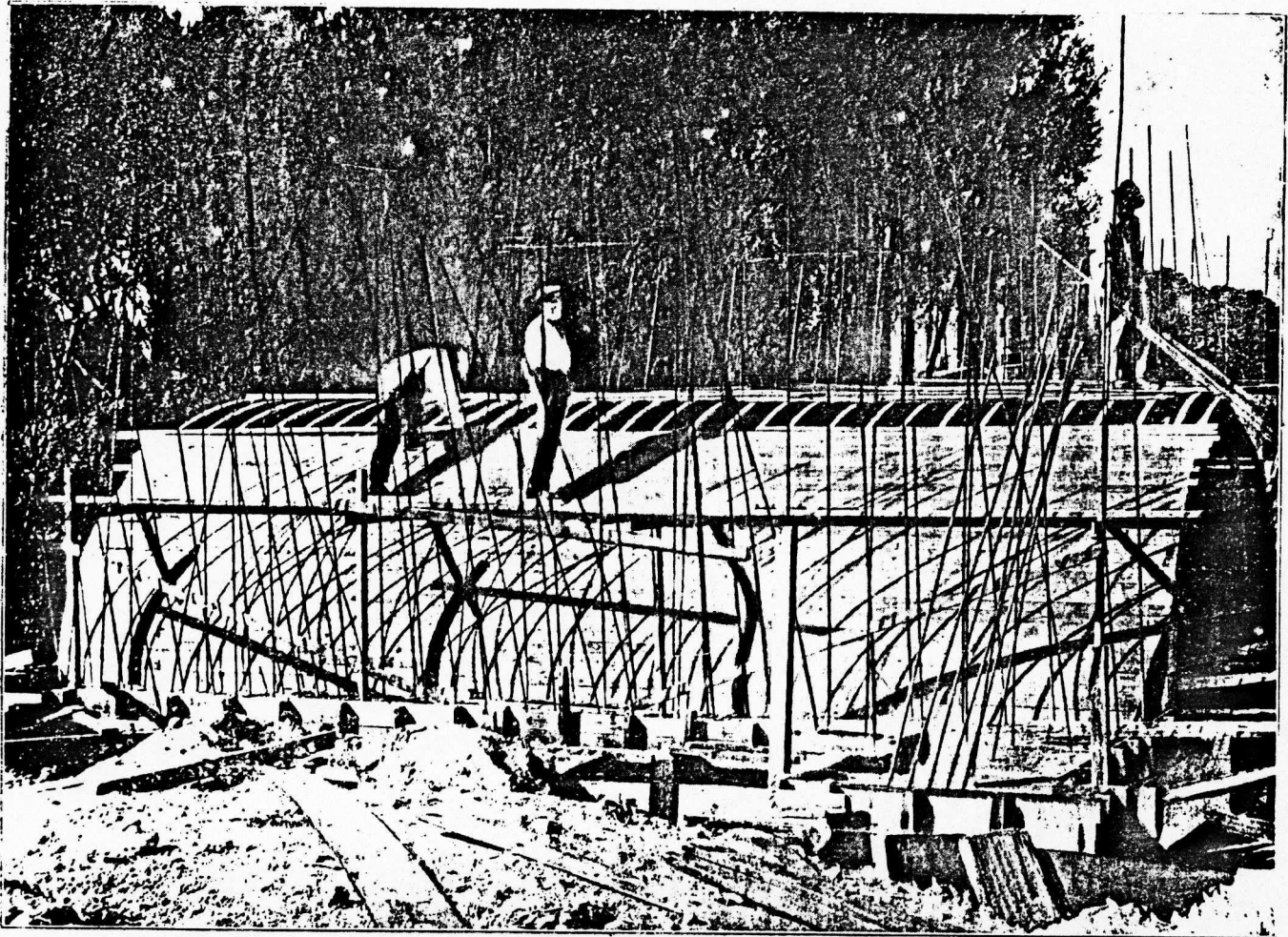


Figure 12. The Capitol Avenue bridge had a span of twenty feet and was constructed to give ample clearance (nine feet above the water surface, in accordance with the established by the city engineers) for any boats using Lake Wingra. The arch, thirty feet from parapet to parapet, was wide enough to handle traffic at that time. But the engineers planned ahead and made provisions for widening the bridge to sixty feet if traffic conditions warranted the expansion. Photocopied from the Lake Forester, (Madison), 1 June 1920, p. 2.

for their first house to be erected on Capitol Avenue (block 25, lot 14). In June, shade trees were planted, a complete water system and a new automatic pump--designed to meet the needs of

fifty families and the golf course--were installed, and telephone service was established.

Figure 13. This picture first appeared in the Lake Forester on 1 July 1921. In that year, seventy-three lots were sold and a sixth house was erected.

Nevertheless, by late summer, there were unmistakable signs that the lake Forest project was in trouble. The Madison Bond Company had failed and interest payments on the mortgage bonds were refused. "The Lake Forest Company filed suit against the (Madison Bond) Company, only to have a counter claim brought for failure to pay taxes and register lot sales."<sup>114</sup>

Four years later, the Bond Company's president, Victor H. Arnold, defaulted and was convicted of using the mails to defraud the public. He was fined \$10,000 and sentenced to five years imprisonment.<sup>115</sup> By this time Chapman found himself both without funds or backing to continue the development and lots had already

begun to appear in receivership sales. On 15 August 1925, the Madison Capital Times reported:

More than fifty claims against the Lake Forest Company, in the hands of the receiver, had been filed this afternoon in the office of Herbert F. Hansen, clerk of the circuit court. Practically all of the claims were failure of the land company to fulfill contracts made when land in the development tract known as Lake Forest was sold in lots.<sup>116</sup>

Looking back thirty-five years later, a reporter for the same paper wrote, "In spite of the superhuman efforts of its officers, the Lake Forest Company fell to pieces."<sup>117</sup>

#### IX. SUMMARY AND CONCLUSION

Throughout this paper a number of physical and financial problems, which form the basis of many theories as to why the Lake Forest "bubble burst," have been mentioned. Unquestionably, the "unexpectedly high postwar costs of labor and materials, the swampy nature of the terrain, and lack of trolley service, are all blamed."<sup>118</sup> But, certainly the failure of the Madison Bond Company was the most critical factor.

Specifically, the marsh presented a challenge so severe that in the construction of Capitol Avenue only a regular street, not the planned double boulevard, was ever paved. And when the land beneath the streets shifted, the concrete buckled and weeds sprang up through the cracks. Even the drain tile and sand fill failed to prevent the shifting and settling.<sup>119</sup>

The partially-dredged canals quickly became clogged with mud

and dead foliage. In addition, isolated streets, which never had street lights to begin with, were abandoned and eventually became inaccessible. Also, no fresh water was supplied to Lake Forest until 1920, even though the first lots were sold in 1918.<sup>120</sup> No provision was ever made for cheaper fuel; nor was there any provision for fire or police protection in this remote area.

But, even with all these physical and environmental problems, it was the failure of the Madison Bond Company, in 1922, that sealed Lake Forest's doom.<sup>121</sup> After the Madison Bond Company failed the Lake Forest Company had no funds to work with and had incurred thousands of dollars of debts.

In June 1925, the Lake Forest Company was reorganized and the holders of bonds of the original company were given first preferred stock in the present company. The general creditors of the original company got second preferred stock, and the common stockholder of the original company got common stock in the present company. At this time, there were approximately \$18,000 due for back taxes, and in order to take care of these back taxes and protect the company's assets, the new company created a first mortgage bond issue in the principal amount of \$50,000 of which the Bank of Wisconsin was initially trustee.<sup>122</sup>

In the years that followed, more bankruptcy proceedings occurred and more suits were brought against the Lake Forest Company. Much of the land was sold to the University of Wisconsin for arboretum purposes, with the generated revenue being used to

meet back taxes, to retire outstanding claims and bonds and to pay off three individuals--Frank W. Hoyt, C.B. Chapman and Charles R. Carpenter--for their past services:

Due to the constant threat of losing the balance of the land of the company by tax deed to the County, and realizing that nothing could be salvaged for the stockholders, the directors deemed it best that the affairs of the company be wound up as promptly as possible. For years it has been a race between the company and the tax collector with the tax collector winning.<sup>123</sup>

A complete summary of the Lake Forest Company's activities between 1925 and 1948 can be found in Appendix A.

Most of the development has reverted to the wild state it was in when the dreamers of over sixty years ago began their dreaming. "Wildlife now cavorts in the civic center, the forever stilled heart of Lake Forest."<sup>124</sup>

#### Lake Forest Today

Much of the land that was under development by the Lake Forest Company early in this century is presently part of the University of Wisconsin Arboretum, comprising (in Gardner Marsh and the Lost City Forest) a large part (one-third) of the Arboretum's eastern, and still mostly untamed, area. Of the 840 acres of the Lake Forest plat, only two areas--the Marshall Parkway and Carver Street neighborhoods--were successfully developed. Outside of these areas, the narrow concrete streets of Chapman's "dream city" now run through deep thickets of honey-suckle. The foundations of several homes remain, but they

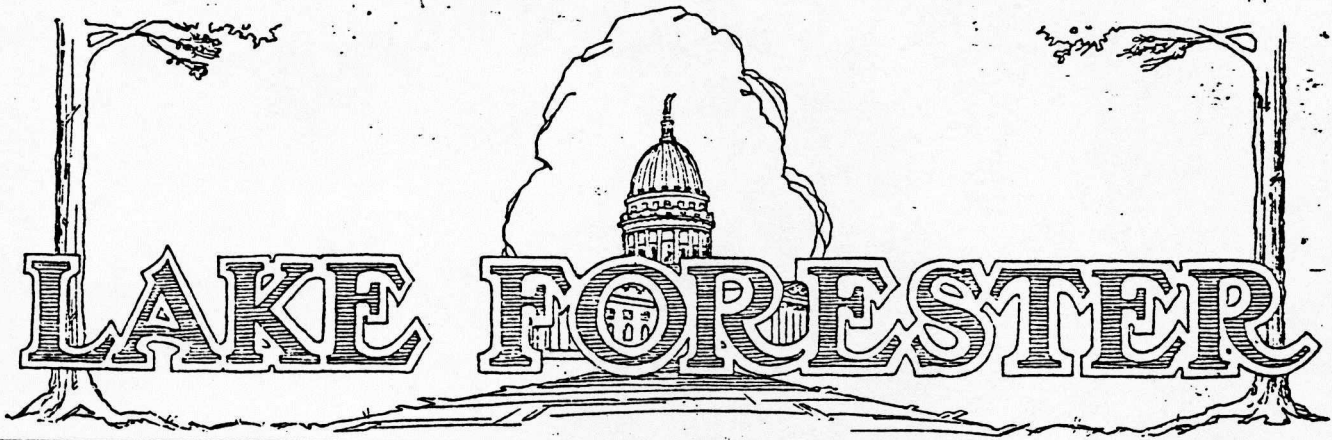
are increasingly difficult to find. A few streets have become Arboretum trails and fire lanes. Finally, the painfully dredged lagoons and canals remain as slowly healing wounds of this planned "utopian" community that eventually was taken over by the forces of nature.

## APPENDICES

- A. Photocopy of the first issue of the Lake Forester publication, 15 May 1920; a memorandum concerning the status of the affairs of the Lake Forest Company; and the Lake Forest Company's "Final Report," 29 December 1948.
- B. Biographical sketches of three of Lake Forest's most important individuals; Chandler B. Chapman, Werner Hegemann and Leonard S. Smith.
- C. Maps, photographs and sketches of Lake Forest, Wisconsin.

## Appendix A

- I. A photocopy of the first issue of the Lake Forester, 15 May 1920. Source: University of Wisconsin-Madison Archives, Series No. 38/6/5, Box No. 1.
- II. Memorandum concerning status of the affairs of Lake Forest Company. Source: University of Wisconsin-Madison Archives, Series No. 38/6/2, Box No. 2.
- III. The Lake Forest Company's "Final Report," 29 December 1948. Source: University of Wisconsin-Madison Archives, Series No. 38/6/2, Box No. 2.



Vol. 1. No. 1.

May 15, 1920

# The Future of Madison

By GOV. PHILIPP

No. 1 of a series of interviews by prominent officials granted exclusively to the LAKE FORESTER

A capital will develop just as surely and as swiftly as her state, and oftentimes a great deal faster. Madison is one of those cities that has grown apace with the development of the state, and, from all appearances, will continue to grow just as speedily and well in the future.

Within ten years Madison's population should stand above the 60,000 mark. The steady increase of population in the last ten years, as revealed by the last census, has not been that of the mushroom development of a boom town nor the result of a temporary stimulus. Her growth has been the healthy, logical expansion of a capital city generously endowed with natural and man-made gifts.

Several people have called Madison the most beautiful city in the world. The university, industries, the picturesque lakes, and the unusually well developed park system are only a few of the factors that have made for the past growth of Madison and will continue to function in the future.

But all these natural advantages will not be visited endlessly upon us if we fail to fulfill our corresponding obligations. Madison needs, and needs badly, a large number of homes. The housing shortage, severe all over the nation, is particularly acute in Madison.

People will continue to come to Madison to make their homes here, perhaps because of their university sons and daughters, perhaps because of their natural desires to spend the later years of their life in this beautiful capital, as so many have already done.

We must prepare now to house the people that will come. Much good work has already been done in this direction but not enough. The public spirited citizens who have taken the lead in this work are to be praised but they can not do it alone. Euld now for the future as well as the present. Help to make Madison the city it should and will be if every body pitches in and does his part.



## Greeting!

To tell you the things you should know about Madison and Lake Forest—that's all.

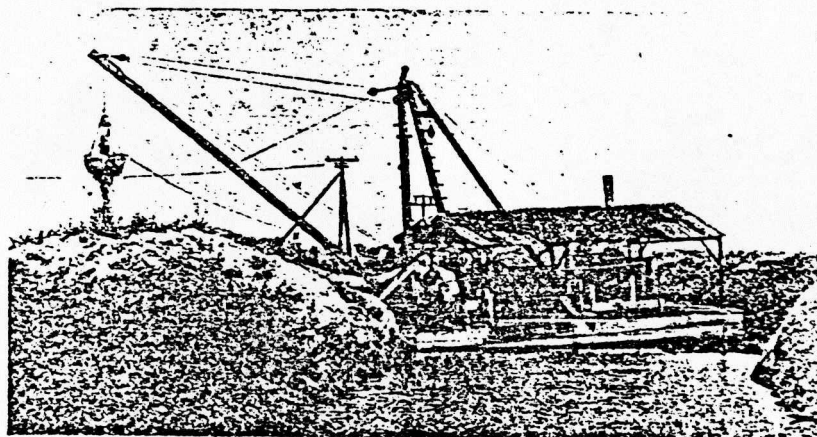
To give you bits of interesting and "newsy" information, to refrain from boring you, and to further the spirit of civic pride and generosity that has made Madison a beautiful and GOOD city to live in—that is the aim of the Lake Forester which here makes its bow.

At Lake Forest a great project is underway—the greatest piece of work of its kind that has ever been undertaken in Wisconsin. Hundreds of us are interested in it; every citizen of Madison and of the state should be interested in it.

To keep you informed as to the progress of this work, and to do it in an interesting, readable way will be the function of this little magazine.

When you have finished reading the Lake Forester hand it to your friend. The things that interest you will interest him.

## Making Parks and Lagoons



The electrically driven dredges of the Lake Forest Company, working day and night continuously, have removed 600,000 cubic yards of earth—a heap as large as 30 Gay buildings in a row.

How would you like to tackle with a shovel the job of moving a pile of earth 30 times as large as the nine-story Gay building in Madison?

If you worked hard and dug three cubic yards a day you would finish the job in something like 550 years.

Eight men, working day and night in 12 hour shifts, have just rounded out a job of this size at Lake Forest. They have not only dug out 600,000 cubic yards of earth—a heap as large as 30 Gay buildings in a row—but they have carried it in some cases as far as three-quarters of a mile.

But, of course, they haven't done it with shovels.

This "little job"—it is not yet completed—is being done with two great dredges. One, a pump-dredge, can turn out the work of 115 teams of horses every 24 hours—and it digs right along, day and night.

Out of the lakes and lagoons it is sucking earth, carrying it long distances, and building up land that will soon be transformed into one of Madison's most beautiful parks.

This dredge, built at a cost of \$18,000, is electrically driven and is, perhaps, the most modern in the Northwest. It is so powerful that stones as big as large pumpkins are shot through its ten-inch pipe like peas through a small boy's pea-shooter.

An "orange peel," or shovel dredge, the pump dredge's helper, is capable of removing 100 cubic yards of earth an hour. It cost \$8,000.

Much of Vilas Park, the playground of Madison's thousands, was built by the same two dredges. Now they are busy building up Lake Forest's playgrounds and parks and scooping out its lagoons. Vilas Park is "just across the way" from Lake Forest, a few minute's drive. Its zoo is one of the most complete and interesting in the Middle West.

Tenney and Brittingham parks, two of Madison's

most beautiful playgrounds, were also "built" just as the Lake Forest parks are being made.

Day and night the work on Lake Forest's parks and lagoons is being pushed. Clean shore lines are being drawn and spring-fed lagoons are being widened and deepened. Done without the dredges this would cost too much; the dredges make it possible.

The Lake Forest dredges are bringing into the very heart of Lake Forest two of the things that have made Madison the home-town of discriminating people—the lakes and the parks.

### Chandler B. Chapman

President of the  
Lake Forest Company

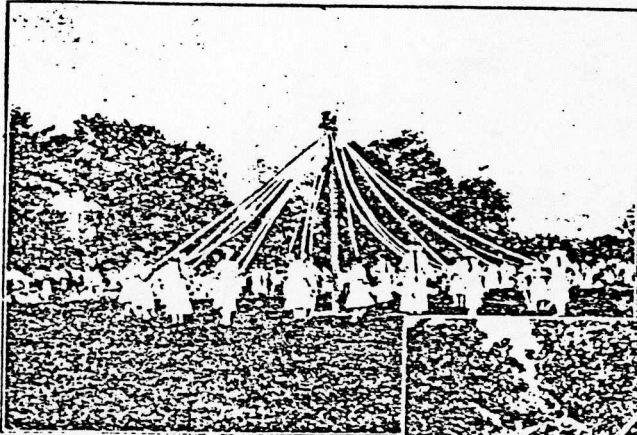
*"And fools who came to scoff  
Remained to buy"*



*Courtesy of DeLonge*

Some five years ago two Madison men decided that the time had come when Madison needed an up-to-date office building. When the architect's plans for a modern 9-story structure were submitted and accepted, the remaining 33,998 inhabitants of Madison sniffed rather contemptuously and muttered something about complete disaster. When the work of excavation had been completed and the building began to rear itself they began to take notice. When they discovered that all available space had

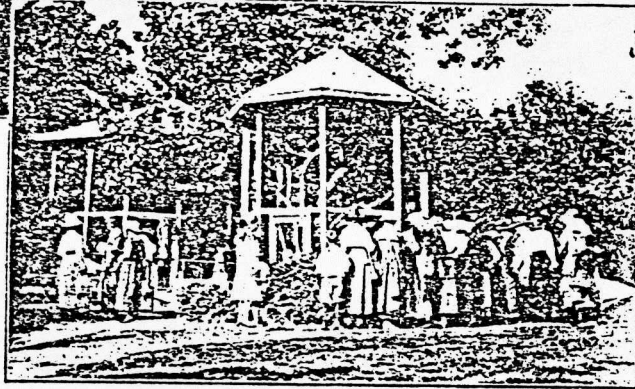
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There is plenty of room for children to play in Madison. This is a May Day frolic at Vilas Park.

Courtesy Photoart

The monkey cages at Vilas Park are one of the most popular attractions of the large Zoo.



Courtesy Ruud and Irion

## Madison's Wonderful Park System

A king of ancient Assyria, to please his wife from the hill country, built upon the plains towering hills of earth and stone which he adorned with hanging gardens. This gigantic work, performed to please the whim of a queen, was counted among the Seven Wonders of the ancient world.

To such length did men go, even in that distant time, to make their outdoor surroundings pleasant. Madison, the center of a district abounding in natural beauty, has one of its greatest assets in its famous parks and drives. Among the things that have made Madison, these stand first.

"Madison's main claim as a place to live in or a place to visit," says John Nolen, noted city planner, in his book *Madison—a Model City*, "rests upon the beautiful lakes and the unique achievements in park making of the Park and Pleasure Drive Association."

This association, first of its kind in the world, has made Madison famous for its pleasure grounds and drives. It has spent more than \$425,000 to this end.

"It is safe to say that Madison is more favorably known than any other city of its size in the country," says the *Grand Rapids (Mich.) Free Press*. "And that it is so is due to the public spirit and generosity which have led its citizens to work and give for years to achieve a purpose that any one except a dreamer would, at the beginning, have scoffed at as utterly beyond possibility."

The best of Madison's parks is Henry Vilas Park. Thousands of persons are drawn to this pleasure ground every Sunday during the summer months. Its Zoo is

one of the most complete and interesting in the middle west.

Vilas Park is just next door to Lake Forest. But within Lake Forest itself is being built, just as beautiful Vilas Park was built, a sister pleasure place that will rival Madison's most popular recreation spot.

"The best location for a large city park is open to discussion, but there is certainly much to be said in favor of Lake Wingra and its environs," says John Nolen again. "The lake itself is a beautiful little body of water, a veritable gem, and while some of the land around it would require filling later on, there is much high and slightly and well-wooded property. The ineffable charm of Henry Vilas Park, the most beautiful of Madison's pleasure grounds, gives a foretaste of what might readily be done with a much larger tract in the same neighborhood."

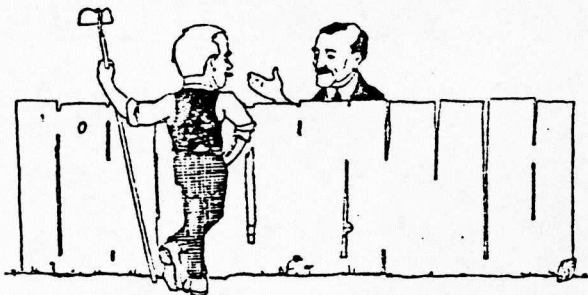
The Lake Forest parks will be the full realization of that foretaste of what may be done to duplicate the "ineffable charm" of Vilas Park in the Lake Wingra, or Lake Forest neighborhood.

"A park should be close enough so that a tired mother with a baby in her arms can walk to it of an evening and enjoy herself for an hour or so," says Prof. Edward A. Ross, the noted sociologist.

Of such a sort will be the Lake Forest Parks—almost in the front yards of Lake Forest residents. Beautiful parks, the factor that perhaps above all others, has made Madison, will be one of the unique charms of this delightful home tract.

# L A K E F O R E S T E R

## Over the BACK FENCE



### THE KING OF GAME FISH IS WITH US

Real game fishing will be no novelty for Lake Foresters who will be able to go angling almost in their front yards. With the completion of the lock the spring-fed lagoons of Lake Forest will become the head-waters of Lake Monona. Numerous black bass, always seeking the cooler head-waters, have decided that the lagoons of Lake Forest make eminently satisfactory homes. A string, a worm, a sharp tug on the string—and some Lake Forester pulls out his breakfast.

### JACKSONVILLE FALLS INTO LINE

Mr. George L. Rose of Jacksonville, Illinois, who picked out his lot last winter, was an enthusiastic visitor to the plat last week. He was very pleasantly surprised to note the progress of the work, and, before leaving, made arrangements for starting work on his house. Mr. Rose is planning to have his daughter take a four-year course at the university.

### THE MIXER'S ON THE JOB

The civic center, the heart of Lake Forest, is beginning to take form. The pouring of concrete for the circular pavement was begun last week and the work is being pushed from now on.

### LET'S GO OUT AND WATCH THE TREES GROW

Lake Foresters who find the time hanging heavily on their hands can be pleasantly entertained by sitting down and watching the trees and shrubbery grow. This developed soil is so

mixed that it is remarkably fertile. Vegetation seems to spring up almost twice as fast as in ordinary soil and the trees and bushes which were planted last year are unusually well advanced.

Tree planting was completed this week on Floyd Place, Catlin Place, and the north side of Martin Street. Elms are well in the majority, with ash and catalpa following in the order named.

### SOMETHING TO REMEMBER 20 YEARS HENCE

On May 8 the last bit of work was done on the basement of Lake Forest's first house.

### THE LATEST "COME BACK"

Mr. Elbert Carpenter has come back to the sales force of the company after an absence of more than two years. "Carp" went down to the Municipal Pier in Chicago, where he learned to peel potatoes, how to determine latitude and longitude, the proper way of making beds, and other things an ensign must know. He spent some time at the Great Lakes Training Station before he was transferred to the school at Pelham Bay, where he received his ensign's commission. After sailing the S. S. Pioneer up and down the lakes until he knew every harbor by its first name he was put in charge of the Chicago navigation school of the U. S. Shipping Board. Here he spent the greater part of a year training officers for the merchant marine, obtaining his release just last month.

(Continued from Page 2)

been leased long before the building was ready for occupancy they admitted that perhaps they had been rather hasty in passing judgment.

The builder of the Gay building was Leonard W. Gay, who was assisted in the planning by Chandler B. Chapman, now president of the Lake Forest Company. Although the completion of the Gay Building was probably the biggest single achievement of these wise planners up to that time their undertakings of a similar nature for the past twenty-five years had been uniformly successful. Their record is unusual. Of the many local propositions they have undertaken, not one has come short of complete success.

The piece of property at the head of State Street on which the Chapman block now stands was bought 21 years ago for \$16,600. A two-story building was erected at a cost of not quite \$19,000. This property has averaged a net income of 10% on the original investment to date, and its value has increased several hundred per cent.

The North Side subdivision, consisting entirely of developed land in the plat immediately west of Tenney Park, was bought by these men some twenty years ago for an average price of \$250 per lot. Some of these same lots are selling today around \$5000 each.

The introduction of a business section on lower State Street is a striking example of judicious outlook backed with courage. Eight years ago on State Street there was not a single business place of any kind between Gilman and Park Streets. These two men secured several pieces of frontage and built the two-story building known as the Chocolate Shop. Immediately following they built an adjoining structure now occupied by Morgan Brothers and the Pantorium. In the course of five years they sold this property for an increase of \$375 net profit per front foot.

Mr. Chapman is a practical planner. The business men of Madison realized it when they elected him president of the Association of Commerce, which office he now holds. "Undertaking" with Chapman is synonymous with "success."

### DO YOU KNOW

1. The saving in city taxes on a \$10,000 house in Lake Forest and one of the same price in the city of Madison would pay for the Lake Forest lot in twelve years.
2. That Lake Forest is as close to the Capitol as Wingra Park and other residential sections of Madison.
3. That trees, grass, and shrubbery grow almost twice as fast in this developed soil as in ordinary earth?
4. That 80% of all the homes west of Mills street have been built in the last twenty years?
5. That the Lake Forest district will undoubtedly absorb 75% of Madison expansion for a number of years.

MEMORANDUM CONCERNING STATUS OF THE  
AFFAIRS OF LAKE FOREST COMPANY.

The Lake Forest Company is either a successor or a reorganization of the predecessor company which was conceived by Chapman, financed by Arnold, and got into financial difficulties due to the failure of the Madison Bond Company.

At the time that the present company was set up or the old company put in its present shape, there was given to the holders of the bonds of the original company, first preferred stock in the present company. The general creditors of the original company got second preferred stock in the present company, and the common stockholders of the original company got common stock in the present company.

At the time the present company was organized, there was approximately \$18,000 due for back taxes, and in order to take care of these back taxes and protect the assets of the company, the new company created a first mortgage bond issue in the principal amount of \$50,000.00, of which the Bank of Wisconsin was initially trustee.

Of this first mortgage bond issue, only \$8,800 aggregate par value was sold to the general public, Howard Teasdale subscribing and paying for \$1,500 aggregate par amount.

Owing to the inability of the company to sell enough of the new first mortgage bond issue to pay up the back taxes and protect its investment, it made an arrange-

ment with Frank W. Hoyt of Madison, Wisconsin, who loaned the company enough money to pay the back taxes, and took as collateral for his loan the unsold balance of the first mortgage bond issue. During all of the period from the organization of the new company or the reorganization of the old, both C. B. Chapman and Charles R. Carpenter made advancements out of their own funds to continue the operations of the company.

In the spring of 1932 the University acquired part of the lands owned by the company, for an addition to the arboretum grounds, and paid for the lands \$10,000 in cash and three farm properties, one situated in Grant County, Wisconsin; one in Waukesha County, Wisconsin; and one in Taylor County, Wisconsin.

The \$10,000 in cash received from the University was applied to the payment of the then accrued taxes.

The following year, i.e., in the spring of 1933, another parcel of land was sold to the University of Wisconsin for an addition to the arboretum, for which the University is to pay \$30,000. This deal was handled in this manner:

In order to make clear the title to the land, the University conveyed to Frank W. Hoyt; he in turn paid up all of the back taxes on the land that was to be conveyed to the University, procured a release of this land from the General mortgage, surrendered the bonds which he had held as collateral to his prior loan, and deeded to the University under a deed which provides that the University shall pay to him on or before ten years, \$30,000 with interest at the rate

of 4% per annum, or the land reverts to Hoyt. In addition to surrendering bonds, Hoyt cancelled the notes of the company which they secured. The \$30,000 which Hoyt is to receive from the University was not sufficient to pay all of the taxes outstanding at the time of that deal, and in order to supply \$600 additional money which was needed, the Lake Forest Company put a mortgage on the Waukesha farm property which it had received in the trade with the University in 1932.

In 1935 Mr. Charles R. Carpenter sued the Lake Forest Company for the advancements which he had made and for certain salary that he claimed. This claim of Carpenter was finally disposed of and compromised by giving Carpenter the company's unsecured note without interest, in the principal amount of \$8,000.00, payable on or before five years from its date, together with a deed to the Grant County farm, the equity in the Waukesha County farm and \$1,600 in cash, which was obtained by putting a particular mortgage on a particular parcel of the lands of the company which was free and unencumbered.

In 1935 C. B. Chapman presented a claim to Lake Forest Company covering advancements and salary from the time of the reorganization of the company to the time of the presentment of the claim, which was adjusted. Chapman was to receive a note for one-half of his claim, which was to bear interest, the balance of his claim being payable on or before five years, without interest, in lands of the company at the option of the company.

In 1935 Mr. Louis Gardner of Madison agreed to make a gift to the University of \$15,000, which funds were

to be used by the University in acquiring certain of the lands of the Lake Forest Company, subject to an option theretofore given in favor of the United States. This \$15,000 is now lodged with the University. Deeds to the lands concerned have been signed, and the title has been approved by the Attorney General's Department, so that in the very near future the \$15,000 received from the Gardner fund will be available for distribution.

With this \$15,000 it is proposed to again pay all of the outstanding taxes, which amount to approximately \$3,500, and to pay and retire all of the remaining first mortgage bonds now outstanding, the principal amount of which is \$8,800.00, the amount due together with accrued interest being in the neighborhood of \$9,600.

Interest on the first mortgage bonds has always been kept up, although since 1932 certain of the interest coupons have not been presented for payment.

When the Bank of Wisconsin was liquidated, Mr. Leonard W. Gay was appointed the successor trustee under the mortgage securing the bond issue, and during his lifetime he served gratuitously, receiving no compensation of any sort. Mr. Gay is now dead, and it is proposed to appoint Mr. Sidney Gay as successor trustee. This requires the consent of the holders of a majority of the bonds outstanding. As and when the successor trustee is appointed and qualified, he will be in shape to satisfy the mortgage, collect the \$15,000 from the Gardner fund and make distribution as noted above. All of the bondholders whose residences are known, have signed consents to the appointment of Mr. Sidney

-5-

Gay as successor trustee, and the consent of the Teasdale Estate gives a sufficient amount to complete the transaction.

The board of directors of the Lake Forest Company consists of Messrs. G. B. Chapman, Gibbs Murray and Paul Stark of Madison, Wisconsin, Mr. Tarnutzer of Prairie du Sac, Wisconsin, and Howard Teasdale. The articles provide for a board of seven, so that upon the death of Mr. Teasdale, there were but four qualified and acting directors. There has never been a stockholders' meeting since the meeting for the reorganization or organization of the company. The officers of the company are C. B. Chapman - President & Treasurer; James McDonald - Secretary; and Mr. Earl McKurry of McKurry, Smith & Co., has been in charge of the books and financial records.

At the time of the settlement of the claims of Messrs. Carpenter and Chapman, McKurry made an audit, which is undoubtedly available at his office. In December, 1935, Mr. McDonald compiled and sent to each of the members of the board, a copy of all of the transactions of the company as reflected in the minutes of the board of directors for that year.

December 29, 1948

FINAL REPORT LAKE FOREST COMPANY  
924 Gay Building  
Madison, Wisconsin

Lake Forest Company has just wound up its affairs and now makes the following report to its stockholders.

The Company was organized in April 1916 and following financial reverses was reorganized in June 1925. By May 1932 it was owing about \$129,000.00 made up approximately as follows:

|   |                 |
|---|-----------------|
| Bonds sold to meet taxes                        | \$ 9,600.00     |
| Back taxes                                      | 10,000.00       |
| Frank W. Hoyt - money borrowed to<br>meet taxes | 24,000.00       |
| C. B. Chapman - back salary and<br>advances     | 44,600.00       |
| C. R. Carpenter - salary and advances           | 35,000.00       |
| Miscellaneous                                   | <u>5,800.00</u> |
|   | \$ 129,000.00   |

At this time the Company made a sale of certain lands to the University of Wisconsin for arboretum purposes for which it got \$10,000.00 cash and other securities which proved to be worth about \$12,000.00. The cash was used to meet the \$10,000.00 back taxes then due. The \$24,000.00 due Mr. Hoyt was paid in February 1933 by a transfer to him of certain lands. In March 1935 C. R. Carpenter brought suit against Lake Forest Company to collect his \$35,000.00. Due to the financial condition of the Company the case was settled for \$16,000.00 which included \$1,500.00 of cash the balance in securities received from the sale of May 1932 to the University and a \$6,000.00 note of the Company which was later paid by a transfer of lands.

In October 1935 Mr. Chapman settled his \$44,600.00 claim for \$31,500.00 in the form of land in the amount of \$21,840.00, the balance in the form of a note.

All lands sold Mr. Hoyt, Mr. Carpenter and Mr. Chapman in settlement of their indebtedness were at a value set by three disinterested appraisers, which lands were turned over by these men to the University for arboretum purposes at the price set by the appraisers.

In December 1935 another sale of lands was made to the University for \$15,000.00 cash, which was used to retire the \$9,600.00 of bonds, to compromise old miscellaneous accounts and to apply on back taxes.

In May 1941 Mr. Chapman, president of the Company, felt that it would be possible to sell the remaining property of the Company at a price sufficient to meet back taxes, pay off outstanding claims and have something for the stockholders. But the plan did not work out due to the coming of the war with the resulting lack of interest in purchasing lots at a figure originally hoped for, the death of Mr. Chapman, and the constantly accruing taxes.

Early in 1947 Dane County threatened to take all of the Company's remaining property for taxes. In April 1947 the Company made a sale to the University for arboretum purposes of the major portion of its remaining lands for \$2,000.00, the University assuming all back taxes. This \$2,000.00 was paid to Mrs. C. B. Chapman's estate in full settlement of the original C. B. Chapman note issued in October 1935, and which had been reduced to \$7,982.94.

The balance of the lands of the Company have since been sold at the best available price, but after meeting back taxes, abstract and other sales expense the sales did not produce sufficient funds to meet all claims against the Company in full. All claims have been settled in full, however, the larger ones on a compromise base of approximately sixty cents on the dollar. Thus nothing was left for the stockholders.

Due to the constant threat of losing the balance of the land of the Company by tax deed to the County, and realizing that nothing could be salvaged for the stockholders the directors deemed it best that the affairs of the Company be wound up as promptly as possible. For years it has been a race between the Company and the tax collector with the tax collector winning.

The outstanding stock of the Company is as follows:

|                  |              |
|------------------|--------------|
| First Preferred  | \$325,994.00 |
| Second Preferred | 567,505.00   |
| Common           | 15,443.00    |

LAKE FOREST COMPANY

/s/ M. L. WEBBER  
M. L. Webber, President

/s/ JAMES J. McDONALD  
James J. McDonald, Secretary

Appendix B  
Biographical Sketches

- I. Chandler B. Chapman
- II. Werner S. Hegemann
- III. Leonard S. Smith

## CHANDLER BURNELL CHAPMAN

Chandler B. Chapman (1870-1945), one of Madison's native sons, commanded a central place in the early 1900's realty circles of that city. "His reputation as an able businessman was fully established by his election of president of the Madison Association of Commerce, which he held from 1919 to 1921."<sup>125</sup> In addition to being president of the Lake Forest Company, Chapman, at one time, was president of the Southern Land Company and vice-president of the Oriana Stave Mill Company of Virginia.<sup>126</sup>

Chapman did not confine his activities to the sphere of real estate, but branched out in other directions. He was one of the organizers of the Home Savings and Loan Association and was its first secretary, and was treasurer of the Wisconsin Life Insurance Company.<sup>127</sup> Also, he was the owner of the Chapman Block at Carroll and Mifflin Streets in Madison.

C.B. Chapman was born in Madison on 15 December 1870.<sup>128</sup> His parents were General Chandler Pease and Sarah E. (Turner) Chapman, the former an Ohio native, and the latter a native of Jefferson County, Wisconsin. C.B. Chapman attended the University of Wisconsin for three years with the class of 1891. For about six months after leaving the university, Chapman was assistant city engineer for Madison; following this he entered his father's abstract office. When the Spanish-American War broke out in 1898, he joined the First Wisconsin Infantry with the rank of first

lieutenant, and served as adjutant of the First Battalion and regimental ordinance officer.<sup>129</sup>

In 1901, Chapman moved to Williamsburg, Virginia, where he purchased and operated three farms and a lumber company. He returned to Madison in 1903 and went into the real estate business. He maintained an office in the Gay Office Building, being one of the recognized leaders in the real estate business of the capital city.

Chapman married, on 18 June 1896, Frances Bunn, a native of Sparta, Wisconsin, and daughter of Romanzo Bunn, a Federal Judge of the western district in Wisconsin.<sup>130</sup> The Chapman's only child, a daughter, died in early childhood.

In addition to his membership in the Association of Commerce, Chapman lended his support to the civic and commercial development of Madison by his work in the Rotary Club. He belonged to the United Spanish War Veterans, the Loyal Legion of the United States, and was a Mason; while as a clubman he was identified with the Madison and University Clubs, the University Club of Chicago, and was a former Commodore of the Mendota Yacht Club.<sup>131</sup>

Chapman died, on 15 December 1945, of a heart attack at the age of seventy-five.<sup>132</sup>

## WERNER S. HEGEMANN

Dr. Werner S. Hegemann (1882-1936), German landscape architect, town planner, professor and author, was known and employed throughout the world. "He brought sound training and varied experience to the problems in his field, for he had been planning advisor to many cities in different parts of the world, had conceived and carried out some of the earliest city planning exhibits, had edited city planning publications and had written standard works."<sup>133</sup>

Hegemann's contribution to city planning was unique. "He was among the few who understood that city planning was, and is, not merely technical proficiency, that it is a fight against vested interests, a facet of the economic struggle, that it requires courage and boldness, that it is not enough merely to do more or less for committees and commissions who do nothing and can do nothing about them."<sup>134</sup>

His interest in improving housing conditions for the masses began at an early age. In 1905, he was employed as a housing inspector for the City of Philadelphia.<sup>135</sup> In 1909, Hegemann supervised a major city planning exhibition in Boston.<sup>136</sup> One year later, Hegemann went to Germany to direct a housing exhibition in Berlin and Dusseldorf, and personally conducted tours for some 35,00 members of socialist labor unions. In addition to the tours, Hegemann led an aggressive campaign for more decentralized

system of housing, which brought him against the authorities.<sup>137</sup>

Between 1911 and 1923, Hegemann returned to the United States and conducted a number of planning projects in Pennsylvania (Wyomissing Park), Wisconsin (Milwaukee, Lake Forest, Washington Heights, Kohler) and California (Berkeley, San Francisco).<sup>138</sup> By 1924, his planning consultations once again assumed an international turn when he worked with the German towns of Leipzig and Muenster, and Buenos Ares and Rosario in Argentina.<sup>139</sup>

An independent thinker and writer, Hegemann's book created considerable trouble in his native land. In 1928, he faced trial for blasphemy since one of his books dealt with the belief that Christ did not die upon the cross.<sup>140</sup> History Unmasked and Frederick the Great, two of Hegemann's books that were criticized by the Hitler regime, were burned in 1933 and resulted in his exile from Germany.<sup>141</sup>

However, other books he authored are found in the libraries of architects throughout the world. For example, while in Milwaukee, Hegemann published, The American Vitruvius: An Architects' Handbook of Civic Art, in conjunction with Elbert Peets who later would serve as the consulting landscape architect for Greendale, Wisconsin. In 1911, Hegemann wrote on the aesthetic aspects of public planning and architecture in City Planning - Housing. Also, Hegemann wrote many pamphlets dealing with plans for cities all over the world. His writing "illustrates in a stimulating manner his whole conviction: that city planning is not only desirable, but is an indispensable part of life and of civiliza-

tion, and to him neither was particularly worth while without it."<sup>142</sup>

He died on 12 April 1936 in New York City.

## LEONARD SEWALL SMITH

Leonard S. Smith (1864-1947) created the College of Engineering at the University of Wisconsin, and was one of its most colorful early teachers.<sup>143</sup> Professor Smith was no academic recluse; he felt the urge to put his professional knowledge to practical use. "As a young teacher of surveying, he frequently pulled on the 'high boots' that distinguished the young engineer of the period, and took to the field to lay out a new subdivision for the growing little City of Madison." He designed and platted many of the well-known sections of Madison: Westlawn, Lake Edge Park, Lake Forest and parts of Nakoma. These contacts led to business connections that made him director for both the Royal Securities Company and the Madison Realty Company. From 1897 to 1905, he was hydrographer for the Wisconsin Geological and Natural History Survey; and from 1901 to 1905, he was engineer for the Wisconsin Levee Corporation. During the summer of 1918, he worked for the United States Housing Corporation in the Department of Labor.

In the early 1900's, a number of the engineering faculty engaged in local political activity. Professor Smith, while serving as alderman from the Fifth Ward in 1905-06, introduced the ordinance that established the "Half-mile Dry Zone" around the university and created a "desert" that existed until the repeal of Prohibition in the early days of the New Deal.

Leonard Smith was born in East Troy, Wisconsin, on 14 February 1864. His father, Charles Warren Smith, was a merchant who migrated from Vermont to Wisconsin in 1840. Leonard Smith matriculated at the University of Wisconsin, from Whitewater Normal School in 1886, became a member of Beta Theta Pi fraternity and joined the band. He graduated in 1890 with a Bachelor of Science degree in civil engineering.

The first job of the young engineer was with the Union Pacific Railroad at Omaha, where he worked as a draftsman in the office of the chief engineer from June to December 1890. In the spring of 1891, he went to Upper Michigan to do some topographic surveying for Professor Van Hise of the University of Wisconsin.

Smith began his teaching career as an instructor in engineering at the University of Wisconsin in January 1894. He taught surveying and when the "Good Roads" movement began to attract national attention, he introduced, in 1905, the first course in "Roads and Pavement" (expanded in 1925 to "Highway Engineering"). As interest in housing and city planning developed, Professor Smith introduced, in 1915, a course in "City Planning." In 1920, Smith was appointed Professor of Highway Engineering and City Planning, a title he held until his retirement in 1929.

After he had been appointed Professor of City Planning, Smith assisted various Wisconsin cities with the preparation of city plans and zoning ordinances. Appleton, Eau Claire, Madison,

Manitowoc, Oshkosh, Racine, Waukesha and Wausau all benefited from his professional assistance and advice.

The Smith family made a number of trips abroad. In 1912-1913, they travelled through England, France, Germany and Switzerland. In 1920, he was an American delegate to a World Congress on Housing and Town Planning, held in London. In 1923, he and his wife attended the Fourth International Good Roads Congress in Seville, Spain. In 1926, he was in Japan, inspecting the reconstruction that followed an earthquake of 1 September 1923.

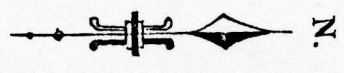
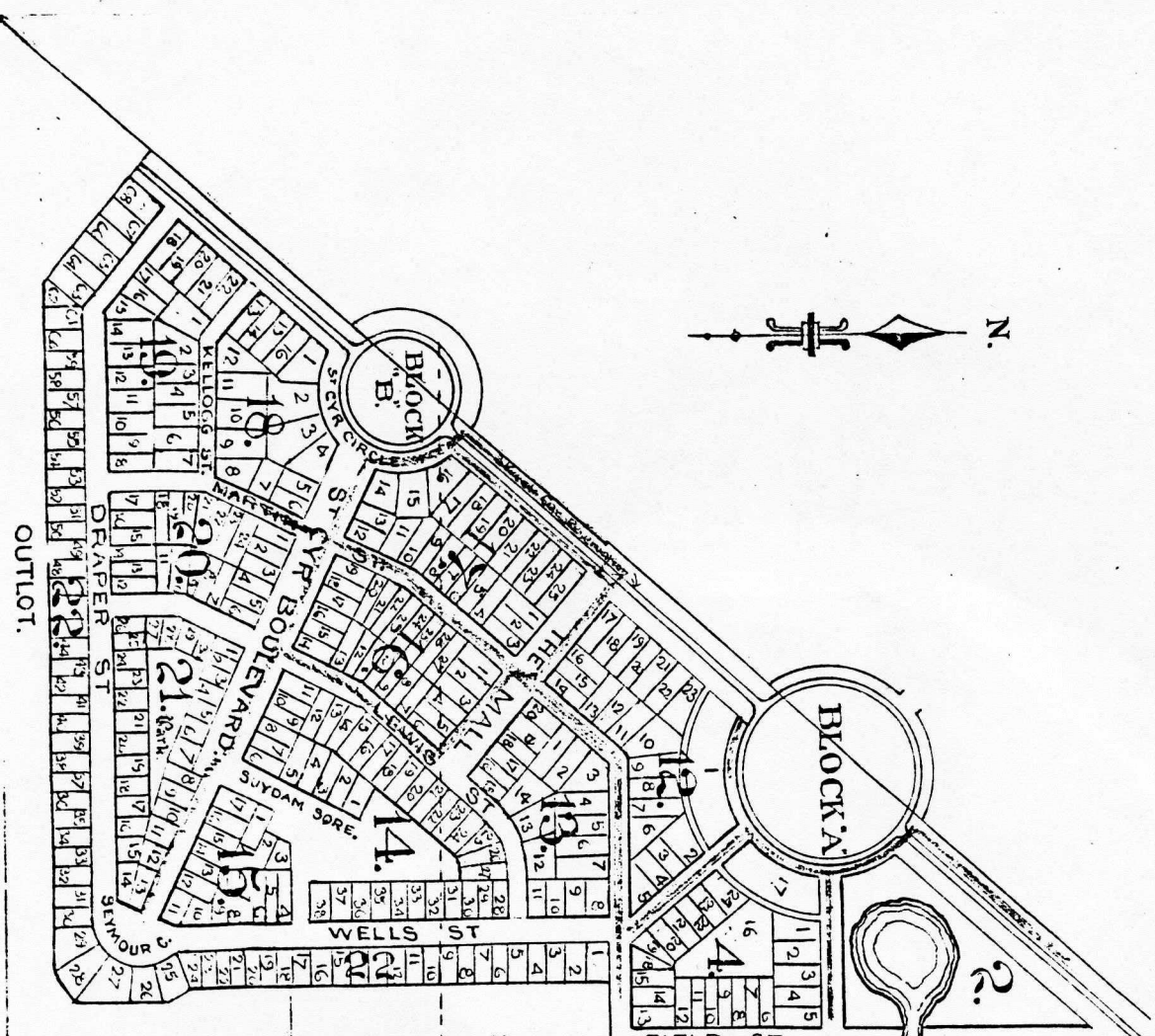
Professor Smith retired from teaching in February 1929, and went to California, where some of his children had established themselves. He joined the Los Angeles City Planning Association and participated in city planning, including the preparation of plans for San Clemente, National City and Hollywood Riviera.

Besides serving as secretary of the Engineering Society of Wisconsin, Smith was an active member of the American Institute of City Planning, the American Civic Association, the City Planning Commission of Madison, the Los Angeles City Planning Association, the University Club of Madison and the Los Angeles City Club.

"It was in Stockton, California, 6 July 1947, that death put an end to the long and honorable career of this eminent Wisconsin educator."

Appendix C

Maps, photographs and sketches of Lake Forest, Wisconsin.

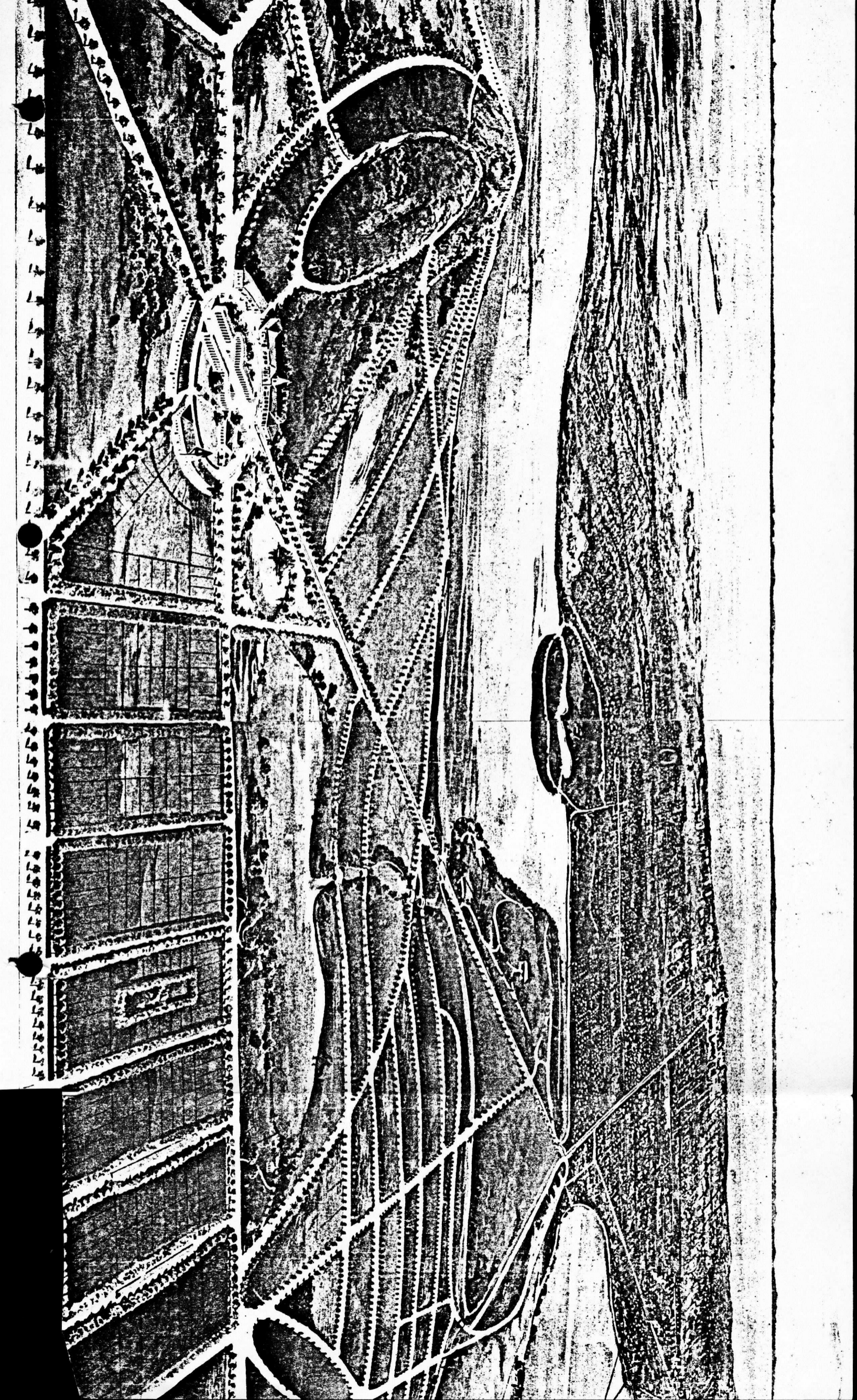


SECTION  
NE 1/4 NW 1/4  
34-7-5.

*Walter Dross*  
MADISON  
WIS.

*Walter Dross* DEL.

The map was obtained from the  
Wisconsin State Historical  
Society Archives.





SE corner  
NE 1/4 NW 1/4  
34-7-9.

*Walter Foster*

MADISON  
WIS.

*W. J. Johnson* DEL.

The map was obtained from the  
Wisconsin State Historical  
Society Archives.

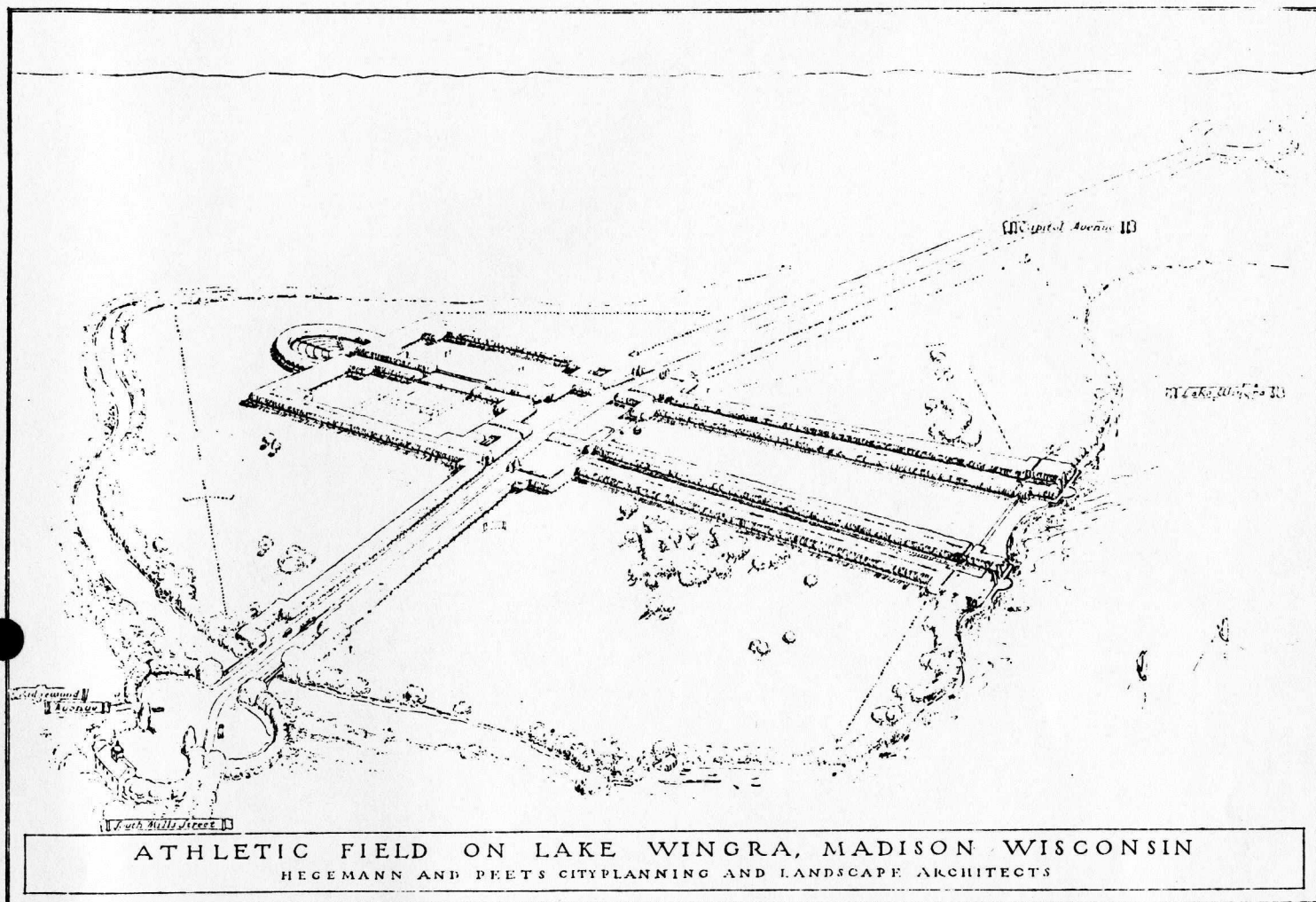


Figure 15.

The Lake Forest Athletic Field.

The mall from Capitol Avenue to the lake was one thousand feet long. The site was a flat reclaimed marsh, where it was proposed that all plantings would be willows. In addition to the ordinary track and field sports, a large open-air theater was to be provided, as well as a nine-hole golf course. Photocopied from *The American Vitruvius: An Architects' Handbook of Civic Art*, by Werner S. Hegemann and Elbert Peets (New York: Benjamin Blom, Inc., 1972), p. 223.

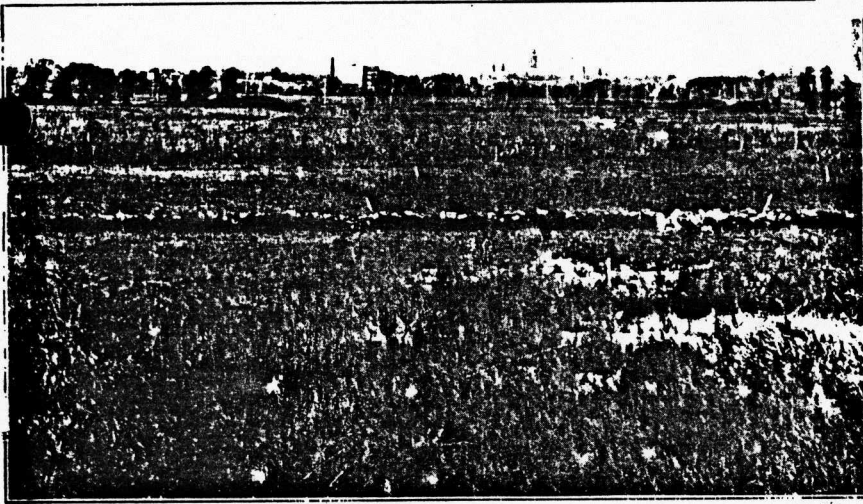


Figure 16.  
The Lake Forest Plat in June 1919.

All photographs were photocopied from issues of the Lake Forester, located in the University of Wisconsin-Madison Archives, Series No. 38/6/5, Box No. 1.

Figure 18.  
Below is a photograph of the Lake Forest community, July 1921.

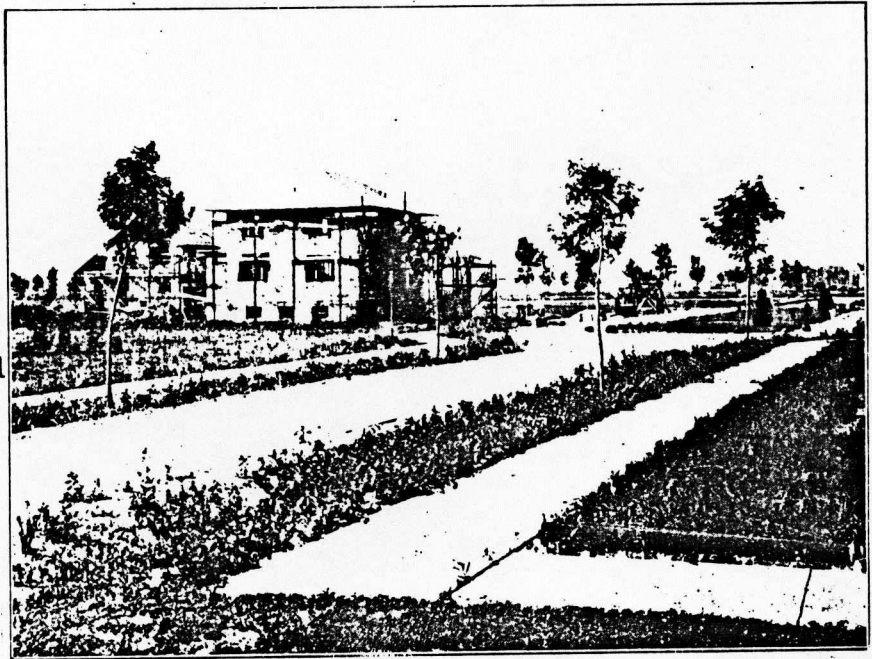


Figure 17.  
The picture below is the Lake Forest development in July 1920. By this time, sixty-one lots were sold and five houses were being built.

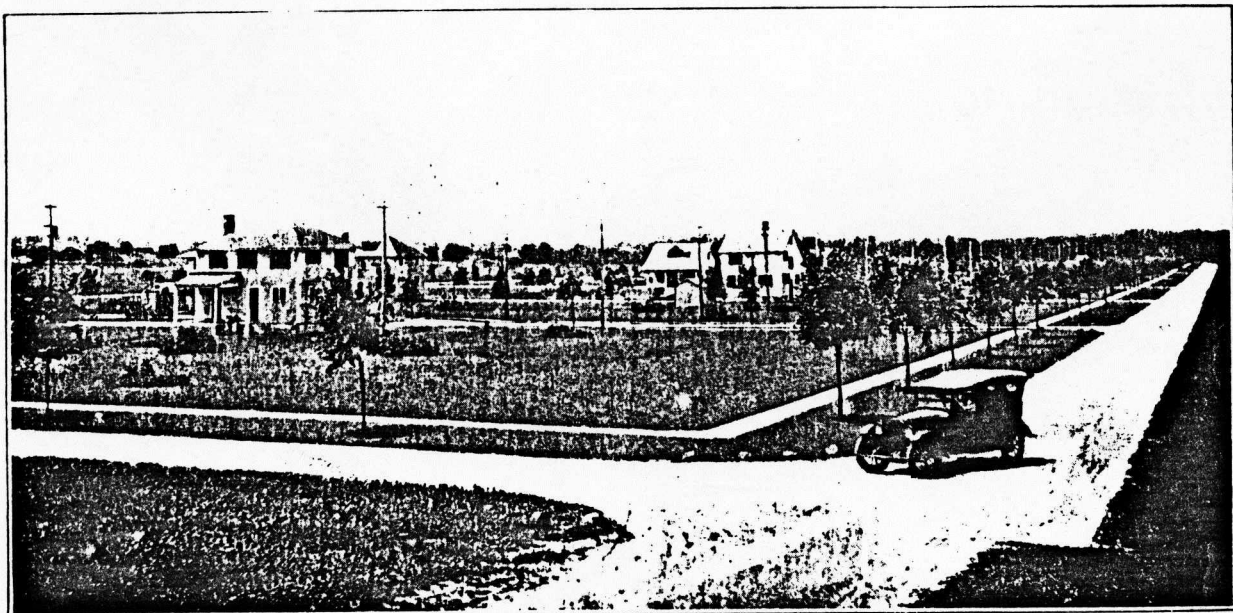




Figure 19. Photograph of the Lake Forest site from the east taken in July 1910. Construction of Lake Forest would take place in the foreground. Source: University of Wisconsin-Madison Arboretum Archives.

*Molly Fifield Murray  
2010*

*Maybe 1933  
No CCC camp  
yet*

*No - this is looking west  
in the 1930's - Arboretum  
Arms already built, Nakoma  
Golf course*

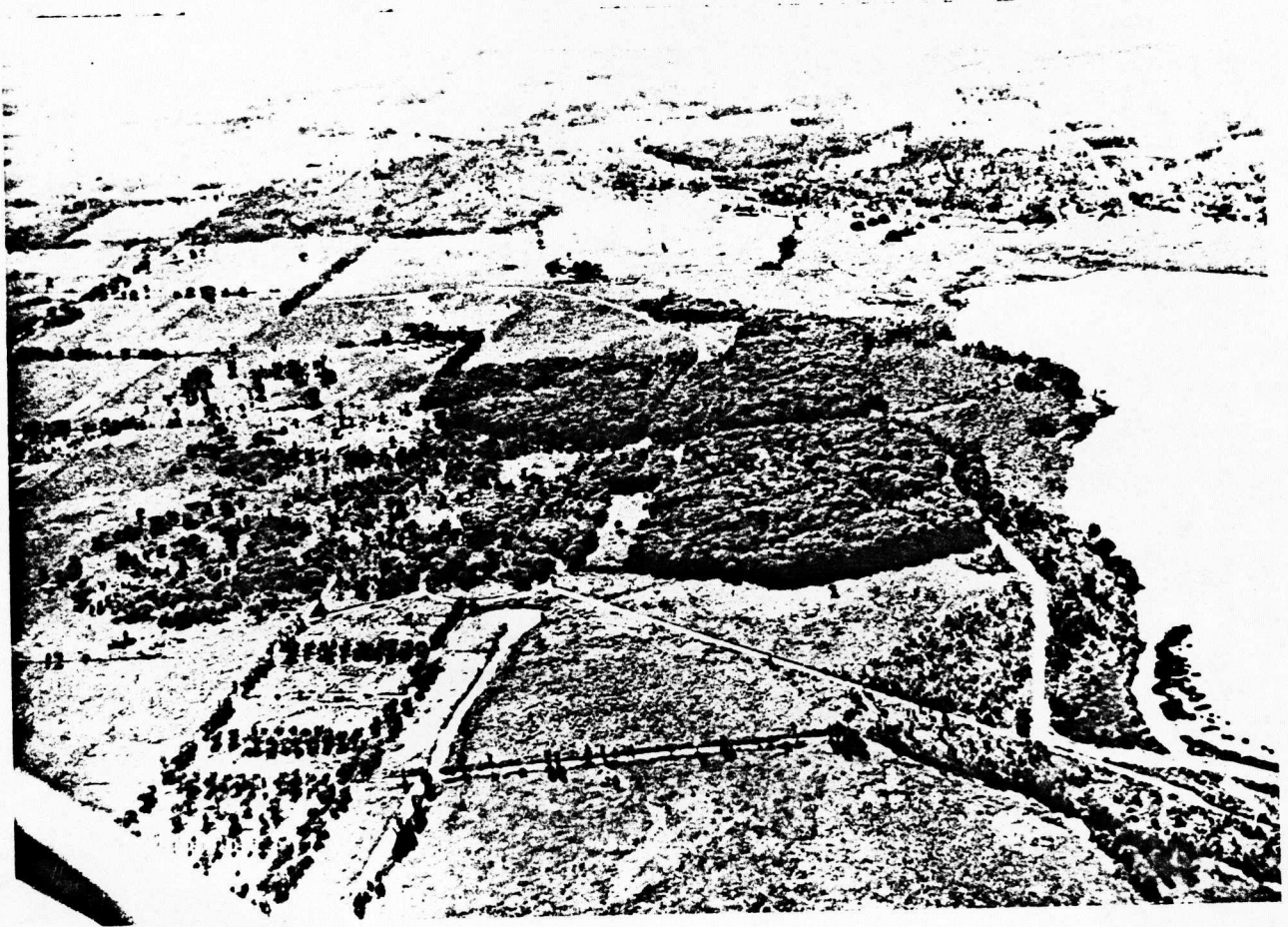


Figure 20. Aerial view of the University of Wisconsin Arboretum from the east. Lake Forest is in the foreground. The photograph was taken in the 1930's. Source: University of Wisconsin-Madison Arboretum Archives.

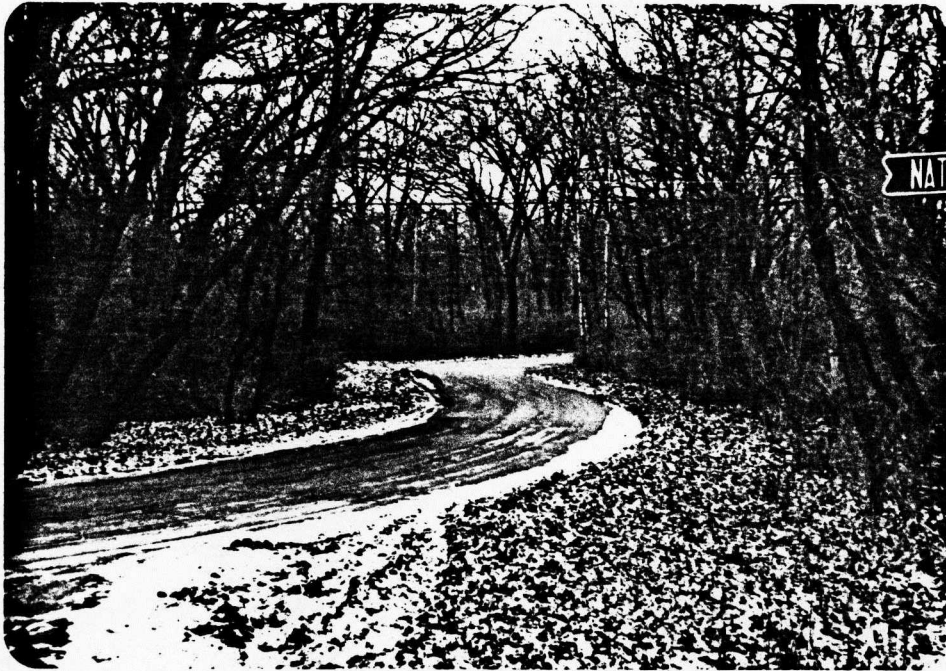


Figure 21.  
The road (left photograph) that circled the proposed civic center. The photo was taken in December 1979.

Figure 22.  
Looking east on Martin Street (right photograph), one of the two Lake Forest neighborhoods that was successfully developed. The photograph was taken in December 1979.



## FOOTNOTES

<sup>1</sup>Paul D. Spreiregen, ed., On the Art of Designing Cities: Selected Essays of Elbert Peets (Cambridge: The M.I.T. Press, 1968), p. v.

<sup>2</sup>Norman T. Newton, Design on the Land (Cambridge: Harvard University Press, 1971), p. 364.

<sup>3</sup>Professor Stanley Schultz stated on 3 March 1980, in Urban History 402 (Department of History, University of Wisconsin, Madison), that although city planning in the comprehensive sense did not begin until the McMillan Commission of 1909, it existed before the 1850's under the labels of "city builders," landscape architects and city engineers. The Columbian Exposition was the culmination of forty-five years of a comprehensive movement.

<sup>4</sup>Newton, Design on the Land, p. 365.

<sup>5</sup>Ibid.

<sup>6</sup>Ibid.

<sup>7</sup>Ibid., p. 367.

<sup>8</sup>Ibid.

<sup>9</sup>Ibid., p. 369.

<sup>10</sup>Ibid., p. 367.

<sup>11</sup>Roy Lubove, "Housing Reform and City Planning in Progressive America." Cities in American History, edited by Kenneth T. Jackson and Stanley K. Schultz (New York: Alfred A. Knopf, 1972), p. 344.

<sup>12</sup>Mel Scott, American City Planning Since 1890 (Los Angeles: University of California Press, 1969), p. 45.

<sup>13</sup>Werner Hegemann and Elbert Peets, The American Vitruvius: An Architects' Handbook of Civic Art (New York: Benjamin Blom, Inc., 1972, reprint edition), p. 107.

- <sup>14</sup>Scott, American City Planning Since 1890, p. 45.
- <sup>15</sup>Hegemann and Peets, The American Vitruvius, p. 107.
- <sup>16</sup>Scott, American City Planning Since 1890, p. 45.
- <sup>17</sup>Barbara Jo Long, "John Nolen: the Wisconsin Activities of an American Landscape Architect and Planning Pioneer," Master's Thesis (Madison, Wisconsin: University of Wisconsin, 1978), p. 6.
- <sup>18</sup>Ibid., p. 7.
- <sup>19</sup>Scott, American City Planning Since 1890, p. 45.
- <sup>20</sup>Hegemann and Peets, The American Vitruvius, p. 107.
- <sup>21</sup>"The City of Lovely Lakes," Wisconsin State Journal (Madison), 21 May 1920, advertisement, p. 6.
- <sup>22</sup>"The University and Lake Forest," Wisconsin State Journal (Madison), 28 May 1920, advertisement, p. 11.
- <sup>23</sup>"Over the Back Fence," Lake Forester (Madison), 15 February 1920, p. 4.
- <sup>24</sup>"Madison, the Artisan City," Wisconsin State Journal (Madison), 4 June 1920, advertisement, p. 13.
- <sup>25</sup>Lake Forester (Madison), 1 June 1921, p. 1.
- <sup>26</sup>Governor Philipp, "The Future of Madison," Lake Forester (Madison), 5 May 1920, p. 1.
- <sup>27</sup>John Drury, This is Dane County, Wisconsin (Chicago: Inland Photo, Co., 1956), p. 2.
- <sup>28</sup>"The City of Lovely Lakes," Wisconsin State Journal, p. 6.
- <sup>29</sup>"The University and Lake Forest," Wisconsin State Journal, p. 11.
- <sup>30</sup>Ibid.

31 Ibid.

32 "The Capitol and Lake Forest," Wisconsin State Journal (Madison), 11 June 1920, advertisement, p. 16.

33 Ibid.

34 "Madison, the Industrial Center, and Lake Forest," Lake Forester (Madison), 16 July 1920, p. 1.

35 "Madison, the Artisan City," Wisconsin State Journal, p. 13.

36 Ibid.

37 Ibid.

38 Ibid.

39 "Madison--a Place to Live In," Wisconsin State Journal (Madison), 14 May 1920, p. 10.

40 Drury, This is Dane County, Wisconsin, p. 15; and Long "John Nolen," p. 25.

41 Long, "John Nolen," p. 25.

42 "Madison--a Place to Live In," Wisconsin State Journal, p. 10.

43 Long, "John Nolen," p. 3.

44 Ibid., p. 9.

45 Ibid., pp. 182-183.

46 Ibid., p. 28.

47 Ibid.

48 Ibid., p. 53.

49 Ibid., p. 54.

<sup>50</sup>William M. Tuttle, Jr., "Contested Neighborhoods and Racial Violence," Cities in American History, edited by K. Jackson and S. Schultz (New York: Alfred Knopf, 1972), p. 237.

<sup>51</sup>Lake Forester (Madison), 1 February 1921, p. 3.

<sup>52</sup>"The Housing Situation," Lake Forester (Madison), 1 January 1921, p. 1.

<sup>53</sup>In 1910, it was thought that the average number of dwellings should be not less than one hundred for every 110 families. This was the average found over the entire United States, and the proportion was about the same in Madison in 1916. "The Housing Situation," Lake Forester, p. 1.

<sup>54</sup>John S. Main, "Housing Shortage to Boom Realty," Wisconsin State Journal (Madison), sec. 1, p. 2.

<sup>55</sup>"The Housing Situation," Lake Forester, p. 1.

<sup>56</sup>Ibid.

<sup>57</sup>Nancy D. Sachse, A Thousand Ages (Madison: Regents of the University of Wisconsin, 1974), pp. 11-12.

<sup>58</sup>Janet M. Schlatter, "Lake Forest is Madison's Lost City-- Land of Dreams that Never Came True," Capital Times (Madison), 6 December 1960, p. 8.

<sup>59</sup>C.B. Chapman, "The Madison of Tomorrow: Its Demand for New Building Sites and the Lake Forest Plat, 1917," University of Wisconsin-Madison Archives, Series No. 38/6/1, Box No. 1, p. 1.

<sup>60</sup>Ibid.

<sup>61</sup>Ibid., p. 2.

<sup>62</sup>C.B. Chapman, "Address to the School of the American City Bueau," Lake Forester (Madison), 16 July 1920, p. 2

<sup>63</sup>Ibid.

<sup>64</sup>Ibid.

<sup>65</sup>Chapman, "The Madison of Tomorrow," p. 3.

<sup>66</sup>Ibid., p. 6.

<sup>67</sup>Ibid., pp. 7-8.

Before the Lake Forest Company could establish these permanent services, it cooperated with residents in any way it could. "Families with children had top priority in getting their houses built. Children were transported to school by car. When the school driver resigned, the builder took the children to and from school along with his carpenters to and from work. A Madison grocer delivered twice a week." Schlatter, "Lake Forest is Madison's Lost City," p. 8.

<sup>68</sup>Hegemann and Peets, The American Vitruvius, p. 251.

<sup>69</sup>Lake Forester (Madison), 1 March 1921, p. 3.

<sup>70</sup>Schlatter, "Lake Forest is Madison's Lost City," p. 8.

<sup>71</sup>"Arboretum Mounds," Wisconsin Archeologist, September 1915, University of Wisconsin-Madison Archives, Series No. 38/00/6, Box No. 1, p. 50.

<sup>72</sup>Ibid.

<sup>73</sup>Drury, This is Dane County, Wisconsin, p. 4.

<sup>74</sup>Lorraine C. Brown, "History of the University of Wisconsin Arboretum," unpublished paper (Madison, Wisconsin: University of Wisconsin, 1934), paper located in the University of Wisconsin-Madison Archives, Series No. 38/00/6, Box No. 1, p. 17.

<sup>75</sup>"Forward," Wisconsin State Journal (Madison), 7 May 1920, advertisement, p. 8.

<sup>76</sup>Chapman, "The Madison of Tomorrow," p. 6.

<sup>77</sup>John Bordsen, "Madison's Lost City," Wisconsin Regional, January 1979, p. 67.

<sup>78</sup>Ibid.

<sup>79</sup>J.T. Miller, T.D. Williams and H.S. Uehling, Appraisers, 14 April 1936, University of Wisconsin-Madison Archives, Series No. 38/6/3, Box No. 1.

<sup>80</sup>"Forward," Wisconsin State Journal, p. 8.

<sup>81</sup>Hegemann and Peets, The American Vitruvius, p. 188.

<sup>82</sup>Bordsen, "Madison's Lost City," p. 67.

Although Elbert Peets' name appears on the sketches of Lake Forest in The American Vitruvius, it is absent from other documents or articles concerning the Lake Forest project. However, it should be emphasized that Werner Hegemann did his consulting work for Lake Forest while working with Peets in their firm. Therefore, one may assume that Peets' expertise did influence the Lake Forest plan.

<sup>83</sup>Lake Forester (Madison), 1 September 1920, p. 3.

<sup>84</sup>Werner Hegemann, City Planning for Milwaukee: What it Means and Why It Must be Secured (Milwaukee: report submitted to the Wisconsin Chapter of the American Institute of Architects, 1916), p. 33.

<sup>85</sup>Bordsen, "Madison's Lost City," p. 67.

<sup>86</sup>Spreiregen, ed., On the Art of Designing Cities, p. 223.

<sup>87</sup>"Preserving the Natural Beauty of Lake Forest," Lake Forester (Madison), 15 December 1920, p. 1.

<sup>88</sup>"Announcing the Opening of a New Section," Lake Forester (Madison), 15 October 1920, p. 1.

<sup>89</sup>"Preserving the Natural Beauty of Lake Forest," Lake Forester, p. 1.

<sup>90</sup>Ibid., p. 2.

<sup>91</sup>Ibid.

<sup>92</sup>Ibid.

<sup>93</sup>Ibid.

<sup>94</sup>"Planning the Plat," Lake Forester (Madison), 15 October 1920, p. 3.

<sup>95</sup>Miller, Williams and Uehling, appraisers, 14 April 1936, p. 1.

<sup>96</sup>Chapman, "The Madison of Tomorrow," p. 9.

<sup>97</sup>Miller, Williams and Uehling, appraisers, 14 April 1936, p. 1.

<sup>98</sup>A remarkable parallel to what the Lake Forest Company proposed for an outlying district of Madison, together with a clear interpretation of its ideals, may be found in an article in the January issue of World's Work. On 1 June 1921, the Lake Forester presented an editorial of the article:

The article gives a striking description of what Kansas City is doing in the development of her Country Club district. Though that development is naturally much larger than that of Lake Forest, the same principles are involved, and in some cases, the Lake Forest plans are more inclusive and complete than those of the Country Club district.

In Lake Forest, the advantages presented by the natural lay of the land were advisedly utilized in laying out the streets in picturesque and irregular patterns, but in the Country Club district, we read, "difficulties arose in the grades resulting from the arbitrary application of the characteristic American gridiron plan of rectangular streets. By permitting the contour of the ground to determine the location of streets, lots of irregular shape were carved out." This is the principle which determined Carver Crescent, Suydam Square and St. Cyr Circle.

And in the Country Club district they were anxious for the bits of green such as we have in our ample parkways and parkings in the center of residence streets. "Residence streets were reduced from the conventional sixty feet to fifty, forty, and finally thirty. It was found that prospective purchasers preferred

the seclusion and privacy of the narrower streets, and that the absence of a wide street area reflecting the heat of a Kansas City summer appealed to them. Turf is much cooler than pavement."

And Lake Forest is evidently ahead in one respect. It has made as a condition of sale what the Kansas City people evidently felt they could only recommend. "Gardens in front of the houses were encouraged as making for privacy and as likely to help the general appearance of the neighborhood by doing away with the temptation of the unsightliness from the ordinary back yard." From 10 to 30 feet of front yard have been reserved in every one of our lots.

Although the Country Club was not so farsighted as the Lake Forest Company, it is interesting to see that they have embodied the idea of the Civic Center. Lake Forest saw the problem of business encroaching on residential districts and possibly ruining them, laid out the Civic Center.

<sup>99</sup>Lake Forester (Madison), 16 July 1920, p. 3.

<sup>100</sup>Ibid.

<sup>101</sup>Ibid.

<sup>102</sup>Schlatter, "Lake Forest is Madison's Lost City," p. 8.

<sup>103</sup>Although few words were printed concerning the Lake Forest project, an article entitled, "New Buildings for West End," appeared in the Capital Times (page 2) on 28 January 1918. The article stated that the Lake Forest Company was contemplating the building of three hundred residences and had engaged the Law Firm of architects to design them. In addition, the article reported that "the Wingra Land Company (with Leonard Gay as president) may erect twenty-five to fifty residences." The same architects were preparing the sketches for these homes.

<sup>104</sup>C.B. Chapman, "Lake Forest & Greater Madison," Lake Forest Company. University of Wisconsin-Madison Archives, Series No. 38/6/4, Box No. 1, p. 2.

<sup>105</sup>Bordsen, "Madison's Lost City," p. 68.

106 Ibid.

107 Schlatter, "Lake Forest is Madison's Lost City," p. 8.

108 Ibid.

109 Bordsen, "Madison's Lost City," p. 68.

110 "Over the Back Fence," Lake Forester (Madison) 16 July 1920, p. 4.

111 "The Growing Community of Lake Forest," Lake Forester (Madison), 15 November 1920, p. 4.

112 The new concrete Capitol Avenue, most unusual at that time, was open for traffic in early October 1920. After serious difficulty in getting materials, especially cement, the new street marked another milestone in the accomplishment of a very important task in the development of (at that time) a huge residential district in Madison. Capitol Avenue was one mile long and 18 feet wide.

The new avenue was only one the many improvements. A concrete bridge with a twenty feet span, for example, also was completed. In addition, the Madison Parks and Pleasure Drive Association was building pavement along the Lake Wingra shore from Vilas Park to Capitol Avenue.

"Wingra Concrete Avenue Opened," Capital Times (Madison), 14 October 1920, p. 3.

113 The company's purpose was to provide homes on these lots for people who were coming to live in Madison. The officers of the company, a number of prominent men from Dane County, were: Jokm Johnson, president; J.D. Ellicjson, vice-president; G.A. Johnson, secretary and treasurer; and John C. Mckeena, manager. "Announcing the Organization of the Lake Forest Homes Company," Lake Forester (Madison), 1 March 1921, p. 1.

114 Sachse, A Thousand Ages, p. 15.

115 Bordsen, "Madison's Lost City," p. 68.

116 "Lake Forest Creditors are Filing Claims," Capital Times (Madison), 15 August 1925, p. 6.

117 Schlatter, "Lake Forest is Madison's Lost City," p. 8.

118 Ibid.

119 Bordsen, "Madison's Lost City," p. 67.

120 Ibid., p. 68.

121 The Madison Bond Company founded in 1902, filed articles of incorporation in 1911. As an article in the Wisconsin State Journal, 31 December 1918, noted, the Madison Bond Company ranked as one of the foremost investment houses in the state (in 1917), and its capital had increased from \$125,000 to \$600,000. Again in 1919, the Wisconsin State Journal, 31 December 1919, noted that the Madison Bond Company had its best year ever and served two hundred banks and 3,500 individuals.

122 "Memorandum Concerning Status of the Affairs of Lake Forest Company," author unknown, University of Wisconsin-Madison Archives, Series No. 38/6/1, Box No. 1, 1934, p. 1.

123 Ibid.

"For years the knottiest land acquisition problems were to be the Lost City lots. Besides the large Gardner and Chapman tracts, there were many smaller pieces of land in the hands of absentee owners. In some cases, property had passed into estates which had to be settled before purchases by the Arboretum Committee could be considered. The chief difficulty lay in pricing lots fairly, depending on whether they were appraised as poor agricultural land or as fairly high-grade suburban property. Since there was already a tract of privately owned land nearby upon which houses were built, the realtors never gave up hope that these lots might turn into a profitable investment." Sachse, A Thousand Ages, p. 37.

In the minutes of a special meeting of the Lake Forest Company Board of Directors on 5 March 1948, a comment on lot sales was presented:

That an aggressive campaign for sale of the balance of its unsold lands and that sales had been made at the highest price obtainable to the point that there remained of unsold lands, but twenty-eight lots in the Lake Forest plat, together with two pieces of unplatted land, and that the unsold lots were three in block 11, seventeen in block 7, two in block 6, and six in block 5.

"Minutes, Special Meeting, Board of Directors, Lake Forest Company. 5 March 1948, University of Wisconsin-Madison Archives, Series No. 38/6/1, Box No. 1.

- 124 Schlatter, "Lake Forest is Madison's Lost City," p. 8.
- 125 "Chandler Burnell Chapman," Wisconsin: Its History and Its People vol 3, Chicago: The S.J. Clarke Publishing Company, 1925, p. 606.
- 126 "Chandler Burnell Chapman," Capital Times (Madison), 16 December 1945, p. 8.
- 127 "Chandler B. Chapman," Wisconsin: Its History and Its People, p. 606.
- 128 Ibid., p. 605.
- 129 "Chandler Burnell Chapman," History of Dane County (Madison: Western Historical Association, 1906), p. 162.
- 130 Ibid.
- 131 "Chandler Burnell Chapman," Wisconsin: Its History and Its People, p. 606.
- 132 "Chandler Burnell Chapman," Capital Times, p. 8.
- 133 "Werner Hegemann," Survey Graphic (New York), June 1936, p. 357.
- 134 Ibid.
- 135 The Architectural Record (New York), May 1936, p. 345.
- 136 Ibid.
- 137 Ibid.
- 138 Ibid.
- 139 Ibid.
- 140 Necrology Index, 37, p. 20
- 141 The Architectural Record, p. 345.

142 "Werner Hegemann," Survey Graphic, p. 357.

143 All of the information concerning Leonard S. Smith was obtained from the Biographical Files in the University of Wisconsin-Madison Archives. Document No. 817, 6 October 1947.

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